BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

TECHNOLOGY DEPT.

PUBLIC LIBRARY
AUG 11 1942
DETROIT

sponsors prefer

"PEGEEN PREFERS"

starring smart, war-wise Pegeen Fitzgerald

BECAUSE . . .

"Pegeen Prefers" is geared to the times. It's a show deliberately planned to help women adapt their homes and habits to changing economic conditions.

"Pegeen Prefers" gets results fast. One announcement, for instance, just pulled 1547 replies at a cost-per-inquiry of 4.8¢. This is lower than the lowest cost-per-inquiry credited to any other media used by the sponsor.

"Pegeen Prefers" is on WOR at one of the best women-listening spots in the WOR schedule; when the total audience in New York, in fact, is 60% women!

"Pegeen Prefers" is described in brief, but helpfully informative detail in a booklet just prepared by WOR. Send for your FREE copy today.

WOR

at 1440 Broadway, in New York

TO TEST the popularity of a KOY program and find out whether KOY's listeners, like WLS', would write, we ran a contest. And in one week 44,227 listeners wrote us letters! Thus, in that week, someone wrote us a letter every 13 seconds, day and night, for seven days. And that isn't all—the contest was broadcast from 6 to 7 o'clock *in the morning!*

Nothing quite proves listening like letters from listeners. Then you *know* they listen—and respond. KOY has that kind of audience—responsive. Of course, it should; it's been "brought up" by the WLS folks, who have quite a record for building a loyal and responsive audience. And KOY gets the same kind of results — sales! Ask any John Blair man.

TO SELL ARIZONA'S

3

PRINCIPAL MARKETS

Use

THE ARIZONA NETWORK!

KOY in Phoenix
KTUC in Tucson
KSUN for Bisbee-Lowell

The most economical way to effectively reach and SELL over 90% of all Arizona's buying power!

1000 Watts on

Koy 550

"That Explains the Coverage"

CBS Affiliate **PHOENIX, ARIZONA**

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO • REPRESENTED BY JOHN BLAIR & COMPANY

THE YANKEE NETWORK gives DIRECT SALES IMPACT IN 20 MARKETS!

YOU NEED MORE THAN ONE STATION

THE Yankee Network has built dominant listenership in New England by years of service, not to one market, but to ALL important buying centers.

The various communities themselves have taken a vital part in this cooperative, good neighbor policy, which has created such a deep and enduring friendship for Yankee Network hometown stations.

New Englanders' loyalty to people, products or services that have proved themselves worthy is traditional.

That's why The Yankee Network delivers to you today the coverage, audience, the goodwill and friendship that it did last year, the year before, and for a long period preceding.

These are significant, dollar-wise reasons why you should insure maximum results from your radio investment in this sound, substantial market. They're all included in "New England's Own" network of 20 stations.

WNAC — Boston
Key Station of New England's Own
YANKEE NETWORK, observed its
20th Anniversary on July 31st

ACCEPTANCE is the YankeeNetwork's FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers

CRIB Storage bin on Nebraska farms. Under the all-out farm production program, storage facilities are burdened to the hilt, with crops ready for sale at record prices.

FREIGHT CARS Giant steel vehicles used for rolling thousands of tons of Nebraska grain to the mills, which pay Nebraska farmers premium rates for their grain.

SUGAR BOWL Container which nowadays is filled largely by the efforts of sugar beet farmers, who are hard put to supply both civilian and industrial needs. Acreages are being expanded, with a consequent expansion of income.

SIMOLEONS

Poured into Nebraska farmers' wallets and cash boxes, in trade for the contents of cribs, freight cars, and sugar sacks. Farm families are receiving more cash than ever. And they'll spend it with you, if you tell them what you sell. Contact these families over "their" station, KFAB. You *need* KFAB, to do a complete selling job throughout Nebraska and her neighboring states.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS use **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 6 AUGUST 10, 1942

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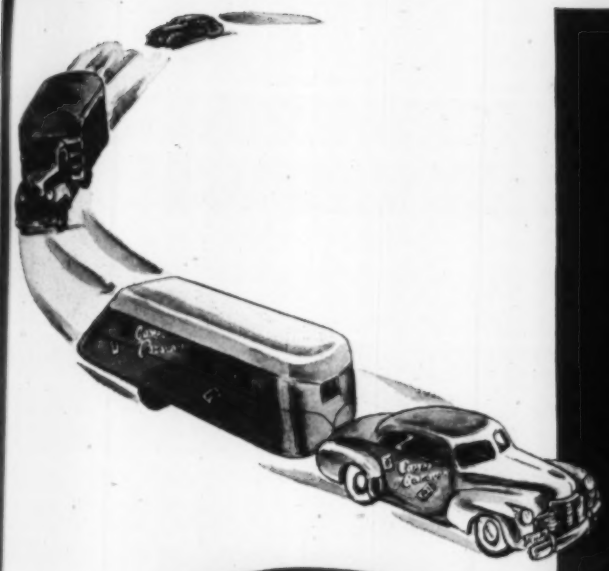
Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

NEW HIGHS IN TAMPA

WFLA

NATIONAL REPRESENTATIVE JOHN BLAIR & CO.



65,000 MILES OF *Morale*

This is the first anniversary of the Camel Caravan. Since July 31, 1941, it has rolled over 65,000 miles, playing six shows a week in army camps, flying fields, naval bases, hospitals, and Marine barracks in 26 states, Panama, the Canal Zone and Guatemala.

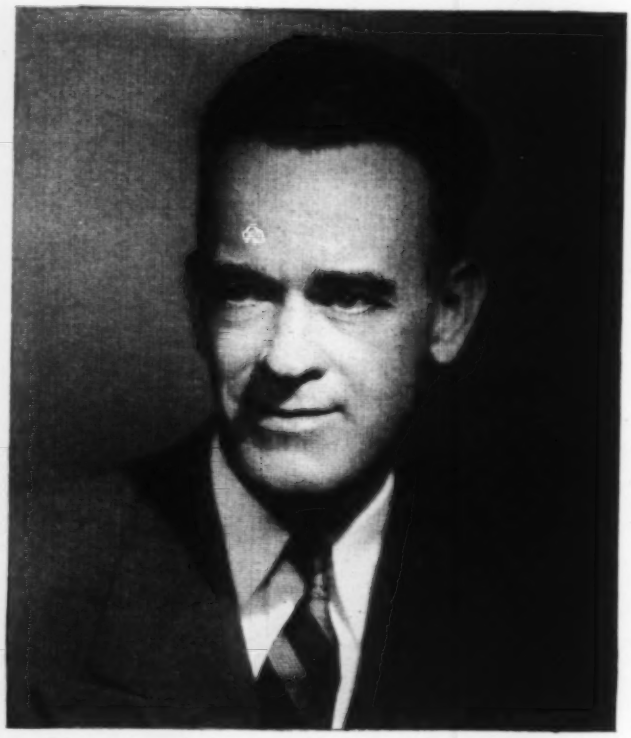
The only show of its type . . . tailored exclusively for the men and women in uniform, the Camel Caravan is A-1 entertainment for 1-A men . . . and it's gone over with a morale bang that will be heard in Berlin and Tokyo. The Grand 'Ole Opry Unit, forerunner of the four Caravans playing today is a part of WSM's talent staff . . . a staff capable of building morale, selling soap or performing any public relations job the changing conditions of today require.

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE



Four years, King College
Two years, Lt., J. G., U. S. Navy
Nine years, George Batten Co.
Three years, Hommann, Tarcher & Sheldon
Seven years, Account Manager and Vice President, Canadian Div. Kenyon & Eckhardt
Three years, V. P., Donahue & Coe, Inc.
Free & Peters (New York Office) since May, 1942

—and this, Sirs, is—

LYNN B. CLARKE!

Every time we of F&P lure another good man from the cloistered luxury of a big advertising agency, we of course get a tremendous bang. So you can imagine how we felt when Lynn B. Clarke recently decided to throw his hat into our ring. A studious and analytical account executive for many of the biggest names in advertising during the past twenty-two years, Lynn is in every sense a qualified advertising expert. As such, we know he will be able to offer you really constructive help with any of your spot-radio problems.

Yes, spot radio, as every advertiser and agency-man knows, does have its problems. And not the least of these is the mere detail of selecting stations, amid the confusing welter of coverage data as affected by power, network affiliations, frequency assignments, etc., etc., etc. In such a situation a far-sighted representative is worth his weight in advertising results. But it takes a *good man* to be always of constructive service, and never a mere opportunist.

Here at F&P, the proof of our wish to give constructive service is the type and calibre of the fellows who comprise our organization. We sincerely believe we have the best men in the industry, equipped with the greatest knowledge of their "product", and respect for their profession. And that is the way we will remain constructive, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6575 — NEW YORK: 247 Park Ave Plaza 5-4131 — SAN FRANCISCO: 111 Sutter Sutter 4353 — HOLLYWOOD: 1512 N. Gordon Gladstone 5949 — ATLANTA: 122 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 6 WASHINGTON, D. C., AUGUST 10, 1942 $5.00 A YEAR—15c A COPY

Industry and U. S. Gird to Battle Petrillo

AFM Gets Angry; Arnold to Try Case

JAMES CAESAR PETRILLO and the American Federation of Musicians are finding they have a fight on their hands as the result of their Aug. 1 ban on phonograph records and transcriptions. Events moved fast last week after Petrillo pulled his musicians off most recording jobs. The events:

1. The Dept. of Justice obtained postponement to Sept. 16 of hearing on its bill of complaint asking a temporary injunction to halt the AFM record strike.

2. The Department mustered legal talent and evidence for the Sept. 16 hearing, indicating confidence that it has a hot case against the AFM and its czar, as well as a good new test case on the whole "made work" issue.

3. Petrillo interpreted his strike to permit recording of commercial transcriptions to be played one time only, then destroyed.

4. Production of commercial transcriptions continued on a limited basis.

5. Production of phonograph records practically ceased, though some record manufacturers indicated they had several months supply available.

6. AFM, through its counsel, charged that the Government suit must be "extremely questionable" because the U. S. showed "no desire to press their motion".

One-Time Shots

While legal jockeying was punctuated by AFM name-calling, the broadcasting and related industries went ahead as nearly as possible on a business-as-usual basis. Transcription companies and advertising agencies producing transcribed programs operated actively, especially after getting an interpretation from Petrillo of his use-only-once disc statement in a July 31 letter to Elmer Davis, Director of War Information, denying Davis' request that he lift the disc ban [BROADCASTING, Aug. 3].

This modification removed a good deal of confusion all through the industry but it did not help those involved in musical spot announcements, which still appear to come under the ban. This situation was not critical, however, because announcements for autumn campaigns will not be transcribed for a number of weeks.

Spots May Eschew Music

Many agencies which have used announcements heavily in the past feel they can create the same selling effectiveness in spot announcements without the use of music. As one executive of a Chicago agency producing many announcements explained:

"When an agency is forced to do without an effect such as music in spot announcements, through ingenuity and imagination it will develop other devices which will be as effective, if not more so, than music.

"Then when the music is again made available, it will be discovered that music can be dispensed with on announcements. The use of Sonovox is an example of what can be done in this regard, and there are many other effective devices which can be employed."

Full text of the Department of Justice's bill of complaint against AFM, filed in Federal district court in Chicago, will be found on page 20.

Many industry figures believe the ban thus will have an effect opposite to that intended by Mr. Petrillo.

Laid in Supplies

Throughout the industry it is generally known that transcription companies and agencies producing transcribed series went into high gear during July in advance of the recording ban. Some phonograph recorders, it was indicated, in many cases have recorded advance popular music in excess of a normal six-month supply.

Transcription libraries are understood to be well stocked for the time being but library officials were uncertain about how they would meet the situation if the ban continues in effect over a long period. Many commercial spot transcriptions were changed on short notice last week to remove musical backgrounds from opening and closing messages.

The legal campaign against AFM got under way Aug. 3 when the Dept. of Justice formally filed its bill of complaint in the U. S. District Court for the Northern District of Illinois, Eastern Division [BROADCASTING, Aug. 3]. Date for hearing on the injunction plea against the AFM recording ban was at first set for Friday, Aug. 7, at 10 a.m.

Last Thursday, however, Daniel Britt, special assistant to Attorney General Biddle, asked for and obtained postponement of the hearing to Sept. 16. Judge Michael L. Igoe issued an amended order setting for that date arguments on the temporary injunction. Hearing the case will be Judge John P. Barnes, who also is slated to hear the anti-trust actions involving the major networks, as well as the MBS 10-million-dollar triple damage suit against RCA-NBC.

Padway Moves Dismissal

Counsel for the AFM are Joseph Padway, of Washington, general counsel of the AFL; Henry A. Friedman, counsel for the AFM in New York, and David Katz, personal attorney for Petrillo and counsel for the Chicago Federation of Musicians.

This Government action brought from Mr. Padway on Friday a motion asking immediate dismissal of the bill of complaint. The petition he filed with the court said the injunction suit alleged no violation of the Sherman anti-trust act. "There is no allegation," the petition said, "that the defendants engaged in a business enterprise or are competing commercially in the sale of products."

"The AFM went to great expense to come to Chicago to argue this case but without notice to us the Government appeared and obtained

(*Continued on page 43*)

FTC Issues Complaints Against Claims of Tobacco Companies

Charges Against R. J. Reynolds and Philip Morris Cover Radio Along With Other Media

CHARGING misrepresentation, falsity and deception in broadcast commercials, as well as in advertising in other media, the Federal Trade Commission last Saturday announced it had issued complaints against two of radio's largest cigarette and smoking tobacco advertisers—Philip Morris & Co. Ltd., New York, and R. J. Reynolds Tobacco Co., Winston-Salem.

Products of Philip Morris & Co. involved in the FTC complaint are Philip Morris cigarettes, Dunhill cigarettes and Revelation pipe tobacco. Complaint against R. J. Reynolds Tobacco Co. is for claims made in advertising of Camel cigarettes and Prince Albert tobacco.

Going into great detail in the summation of its complaints, the FTC cited practically every advertised claim of both companies as "misrepresentation and false advertising".

Particularly affecting broadcasting, the FTC complaint alleges that the "personal appearance" device used on the Camel programs, in which a voice gives endorsement of the cigarettes, is misleading. The complaint charges that on Camels broadcasts the Reynolds Company has represented that certain voices used in them "are those persons named by it and by its representatives when in fact such voices are not those of the persons so represented by it and such persons were not present at the broadcast."

The FTC also emphasizes its complaint against the use by Philip Morris of its familiar claim that "superiority of Philip Morris cigarettes is recognized by eminent medical authorities."

The FTC alleges that claimed surveys and findings of medical authorities for Philip Morris "were not based upon scientific tests and were not those of a group of dis-

(*Continued on page 50*)

Schechter Resigns As NBC News Chief

Leaves Aug. 15 to Join Cowles In OWI in Washington

A. A. SCHECHTER, NBC director of news and special events, resigned last week, effective Aug. 15, to accept a post with the office of War Information in Washington. He will report to Gardner Cowles Jr., assistant director for Domestic operations. His successor has not yet been named.

Mr. Schechter

A pioneer in the development of radio as a news reporting medium, Mr. Schechter, a former newspaperman, has been with NBC since 1932, having joined it as a writer. He was promoted to news editor in 1935 and added the duties of director of special events in 1938. Recently he did special consultative work for the War Department Bureau of Public Relations.

In making contacts with public officials and other celebrities throughout the world for news and public service programs, Mr. Schechter himself became one of the best-known figures in radio journalism. Several years ago he was assigned by the network to visit in Egypt and Palestine, whence he arranged several noteworthy broadcasts which are described in his book, *I Live On Air*, written last year in collaboration with Edward Anthony. He is also author of *Go Ahead, Garrison*, a juvenile fiction book published in 1940.

The retiring NBC executive is a native of Rhode Island and attended Boston U, 1924-28. For three years he was a reporter with the *Providence Journal*, then successively with the *Newark Star-Eagle* and *New York World*, and in 1931 he was city editor of the International News Service in New York. He was with the Associated Press from 1931-32, and left that organization to join NBC.

11 Applications Dropped

PETITIONS of 11 applicants—six for new stations and five for new facilities by operating stations—seeking dismissal of their applications were granted last week by the FCC. The new station applications dropped were: J. Marion West, Wesley W. West and P. M. Stevenson, Houston, Tex.; Peter Q. Nyce, Alexandria, Va.; Lexington Broadcasting Co., Lexington, N. C.; Louisiana Communications Inc., New Orleans; Fort Smith Newspaper Publishing Co., Fort Smith, Ark.; Dorman Schaeffer, Klamath Falls, Ore. The others dropped were applications from KCMO, Kansas City; KOAM, Pittsburg, Kan.; WMBR, Jacksonville, Fla.; WRLC, Toccoa, Ga.; WHEB, Portsmouth, N. H.

HANDS IN FRIENDSHIP and farewell were extended C. Howard Lane, formerly business manager of McClatchy Broadcasting Co., Sacramento, Cal., at a banquet staged in his honor by the Sacramento Ad Club of which he was a director, on July 24. Event was attended by radio and business executives from all parts of Central California. Mr. Lane resigned his West Coast post to become central division field manager of the CBS stations relations department, headquartering in Chicago. Well-wishers are (l to r): George Ross, manager of KWG, Stockton; Gordon Daniels, executive of California Western States Life Ins. Co.; Arthur Dudley, secretary-manager, Sacramento Chamber of Commerce; Joe Brannon, manager of Sears, Roebuck & Co., that city; Mr. Lane; Will Thompson Jr., manager of KROY, and Leo Ricketts, manager of KFBK.

Wide Response to 'Plug Uglies' Drive Is Received From Readers of 'Digest'

OF THE MANY surveys conducted by *Reader's Digest* for which Roger W. Riis & Associates, New York, has served as publicity headquarters and public relations advisor, the largest response ever recorded has been received for the lead article in the August issue, titled "Radio's Plug Uglies" [BROADCASTING, July 27, Aug. 3].

This statement was made last week by Mr. Riis, who reported that his organization had already counted about 10,000 replies from readers of the article, but this total was merely "an estimate as of Aug. 5".

May Publish Results

"There are many, many more untouched and untabulated replies," Mr. Riis said, adding that the total response would probably run into "many thousands". The magazine will probably publish an article on the results as soon as the majority of replies have been tabulated, Mr. Riis declared. and it is also "likely" that the results may be put in booklet form for use by interested broadcasters, agencies or organizations.

Readers of the article were asked by Author Robert Littell to sign and send in an accompanying coupon entitling them to membership in Plug Shrinkers, 522 Fifth Ave., New York, Mr. Riis' office.

Answers have come from all over the United States and Canada, he reported, about 50% of those tabulated to date enclosing the coupon from *Reader's Digest*. The other 50% consist of full-page letters, often lengthy, with several actually containing cash donations to Plug Shrinkers. These have been returned to the senders, Mr. Riss explained.

Only three anonymous replies have come in, the "usual crackpot ones", Mr. Riis said, "which accompany all such surveys." One letter, differing from the others to some extent, pointed out that "we have to have bad commercial plugs like that along with the good, because if there wasn't that mixture, radio wouldn't be what it is today—a free industry without strict Government supervision."

Mr. Riis also reported that many of the letters contained very favorable comments on radio commercials, and that "as many as 100 specific programs" have been mentioned in the answers the publicity agents have already tabulated. There had been no replies so far, he concluded, from radio advertisers themselves or their agencies.

Weil Manager of WOV

RALPH N. WEIL, for four years Midwest manager of International Radio Sales, Chicago, and prior to that manager of WISN, Milwaukee, on Aug. 4 was appointed manager of WOV, New York. A graduate of the U of Pennsylvania and the Wharton School of Finance and Commerce, Mr. Weil entered the advertising field in 1928. His radio experience dates back to 1930 when he joined WISN as local time salesman. He became its manager in 1936.

Mr. Weil

Matthews to Centaur

BASIL W. MATTHEWS, account executive of Pedlar & Ryan, with whom he has been associated for the last ten years, on Sept. 14 will join the Centaur Co., Rahway, N. J., Sterling Products subsidiary, as advertising manager. He will handle advertising of Fletcher's Castoria, Z.B.T. Baby Powder and Molle Brushless Shaving Cream.

CBS GROSS RISES BUT NET IS DOW

ALTHOUGH gross income of CB for the 26 weeks ending July 1942, reached a total of $30,901,66 an increase of nearly $750,000 ov the same half-year period of 194 the network's net profit for th period after taxes amounted to on $1,647,738 as compared to $2,43 197. Thus despite higher gross, th CBS net went down by more tha $881,000 for the first half of th current calendar year.

Earnings per share on the 1,71 277 shares of $2.50 par value stoc outstanding amounted to 96 cen as compared to $1.42 for the fir half of 1941. The CBS board o Aug. 5 declared a cash dividend o 30 cents per share on Class A an B stocks, payable next Sept. 4.

Operating expenses, selling an administrative costs and depreci tion and amortization rose to $16 342,447 for the first half of 19 as compared to $16,104,415 for th same period last year. Provision fo income and excess profits taxe calculated under the 1941 Revenu Act, was $2,316,238 as again $2,435,197, but a supplemental pro vision of $668,500 is added for esti mated additional Federal incom and excess profits taxes calculate under the pending Revenue Bill o 1942.

RCA Nets $3,024,12 For First Half of Yea

NET PROFIT for RCA and sub sidiaries for the first six month of 1942, announced in a state ment by President David Sarnof Aug. 5, amounted to $3,024,121 a compared with $4,101,905 dur ing the same period last year. To tal gross income of RCA from all sources amounted to $90,085, 593 in the six months, compare with $68,891,379.

The report did not break down income from subsidiaries, so tha the operations of NBC and the BLUE Network are consolidated in the total.

The net profit figure was est imated after all charges an taxes.

Provisions for Federal income taxes (on the basis of 45% norma and 90% excess profits tax) totale $11,907,800 for the 1942 period compared with $5,657,700 in the same period a year ago. The 1942 profit figure was equal, after dividend charges, to 10c a shar on 13,881,016 common shares, an compares with 18c a common shar in the first six months of 1941.

MBS Billings Up

MBS BILLINGS for the first seven months of 1942 amounted t $5,866,408, an increase of 68% over the corresponding period in 194 when the figure was $3,492,624. Billings for July, 1942 showed an increase of 3.62% over the same month last year. Figure for this past July was $531,305, as com pared to $512,743 for July, 1941.

New MBS Rate Card

TUCKED in a green and grey folde titled "Your Passport to Profit," is the MBS Rate Card No. 10 [BROADCAST ING, July 20]. Brochure bears a repro duction of a passport on the cover and outlines advertising features of the network "dedicated to even more profit able broadcast advertising" than pre vious years.

XUM

Wave of Criticism Stirred by Disc Ban

Press Is Unanimous in Castigating Czar of Musicians

GOVERNMENT, broadcasting and advertising interests were amazed at the widespread public indignation that burst forth prior to and coincident with filing of the anti-trust action against James Caesar Petrillo and the American Federation of Musicians.

At the NAB nearly 3,000 newspaper clippings had been received three days after the suit was filed in the U. S. District Court, Northern District of Illinois, Eastern Division.

Civic Bodies Aroused

Civic groups were joining in the outcry against Petrillo's edict pulling musicians out of the recording studios and they supported the Dept. of Justice in filing its civil suit.

Of the clippings received, scarcely a scintilla of support for the music czar was evident. Conviction was unanimous that the union head man trangressed the public interest at a time when such apple-cart upsetting is contrary to the nation's welfare.

The Dept. of Justice was widely heralded for its courage in going after Petrillo and his powerful union. Many newspapers attributed Petrillo's power to recent court rulings and to legislation sponsored by the New Deal.

First civic group to condemn the ban on transcriptions and other recordings was the National Music Council, New York, with an individual membership of over 600,000. The council described Petrillo's ban as a "blow to our democratic way of life" and called on William Green, AFL president, to take leadership in bringing about a reasonable settlement of the controversy.

The council, in its letter to Mr. Green, said:

"The invention of the phonograph marked one of the greatest forward steps in the popular enjoyment of music. If the recordings of new music is to be interfered with, if the performances of great concert artists cannot be recorded for the many who cannot hear them in person, if the educational advantages of the recording of music are to be curtailed, this will be a calamity for music in general. Any interference with a free flow of new renditions of the great music of the past and with the popularization of the music of today affects all the millions of music lovers in our country.

Interlochen Ban

"The banning from the air of the high-school orchestra of the National Music Camp is a direct blow to popular education. The statement that this non-profit school is a 'commercial organization' would apply equally to State colleges and universities and to other non-profit educational institutions outside the public school systems.

'Losing Fight'

"The matter goes still further, since we are now a nation at war. It is essential for the maintenance and strengthening of wartime morale and the spirit of victory that there shall be, not diminution, but increase in the use of patriotic and inspirational music. It is not enough that this music should be available only on recordings already made, and to persons who have immediate access to military and other bands.

"It is important that the spirit of our people be expressed in militant and aggressive music, and that no obstacle be laid in the way of the fullest dissemination and popularization of that music. The listeners to the smaller radio stations and the residents of the most distant villages are as entitled to hear good muic, performed by the most popular artists, as are the wealthy, located in the great cities, who can afford to hear these artists in person."

Among bitter castigations of Petrillo was that printed in the editorial columns of the *Chicago Daily News*. Titled "Jimmy's Losing Fight," the editorial said that "the inflated little nonentity who strong-armed himself into dictatorial power through the exercise of the technique of the gangster and the machine politician has become the center of one of the most dramatic struggles. The battle of the professional musician for survival, in which Little Jimmy plays a leading role, is merely another chapter in the prolonged battle of vested interests against technological progress.

"The musicians cannot be expected to view the battle objectively, because their bread and butter is involved. The general public cannot be expected to view it objectively, because Little Jimmy, in his role of protector of the special interests of his union musicians, is in the position of denying, through force and through anti-social devices, social benefits to which the public justly feels it is entitled.

"Reduced to his historical perspective, Little Jimmy is the reincarnation of the shortsighted men who battled the introduction of the spinning jenny that made possible the production of good fabrics faster and cheaper, but threw thousands of hand weavers our of employment.

"The spinning jenny meant that thousands of weavers suffered temporarily, and had to find other jobs. Eventually, they found them. It was hard on the special interests of the weavers; but the net result was a tremendous gain for the greatest interests of the greater number. So it has been with every technological advance that the world has known.

"It seems extremely unlikely that the masses are going to permit Mr. Petrilly to deny them the musical benefits that modern technology has made possible. Unless all signs fail, the public is pretty well fed up with Little Jimmy."

Up to Congress

In the Scripps-Howard papers, an editorial titled "The Congress, Petrillo, and Labor Abuses" called on Congress to act in a situation for which it was declared responsible. The editorial said that although the Justice Dept. "even now is trying to block the overswollen Petrillo in his stand-by-and - be - paid - for - doing - nothing ukase, Congress is mum and minus. It had a chance to function on that when Thurman Arnold asked for it many months ago. Remember the list of abuses on which he supported restrictive legislation—the hiring of useless and unnecessary help; graft and extortion by union bosses; illegally fixed prices; prevention by union pressure of the use of cheaper materials, improved equipment and more efficient methods; jurisdictional efforts to destroy an established system of collective bargaining? All those are abuses that he who runs may read—clear as the Beatitudes. The Monroney and Walter bills were prepared and presented. But did Congress act? It did not.

"And so we now have a privileged class which, in many of its aspects, makes Jay Gould and Boss Tweed look like pikers. We have a cancer that endangers not only our society in general but the legitimate organized labor movement in particular; a cancer which in wartime may only be controlled by an over-all draft-labor law which may finish up with the end of organized labor itself.

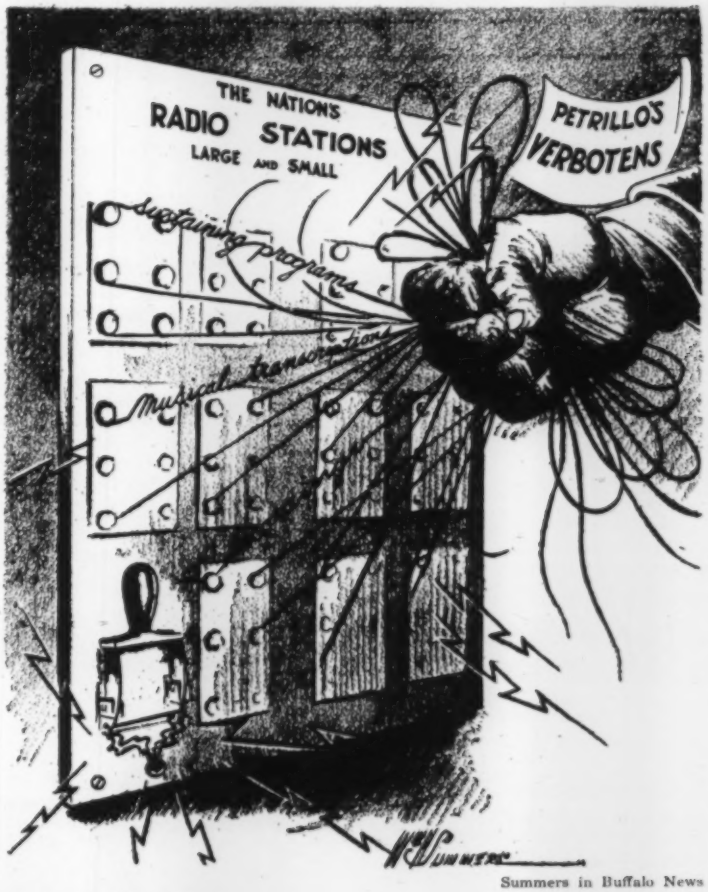
"And where is Congress—with its authority and its responsibility—the Congress that giveth and the Congress that can take away? We hope it's not dead, but just sleeping."

'Slender Reed'

The *Washington Evening Star* took the position that the Justice Department is "leaning on a slender reed" in using the Sherman Act to deal with Mr. Petrillo. The *Star* said this results from the fact that the Supreme Court has virtually immunized labor unions against the anti-trust laws. In seeking to enjoin some of the characteristic Petrillo activities, how-

(*Continued on page 57*)

Meddling With Our Communications System?



Summers in Buffalo News

Miller Discounts Industry Discord

Calls it 'More Vocal than Real' In Letter to Trammel

STATING that the "lack of unity" within the industry is more vocal than real, and that the membership of the NAB on the whole has been loyal, Neville Miller, president of the NAB, last week replied to the letter of Niles Trammell, NBC president, in which the latter, while applying for membership in the NAB, had expressed concern over discord in the association [BROADCASTING, Aug. 3].

The NAB president, acknowledging receipt of the network's application, also stated that the by-laws of the association had been altered twice during the past years with regard to network representation on the board. The membership, he said further, would gladly consider any amendments on this subject that Mr. Trammell might care to propose.

Text of Miller Reply

The text of his letter follows:

I am obliged to acknowledge receipt of your recent letter enclosing application of NBC for membership in the NAB. I shall present this to our Board at its next meeting at which time I also shall call the Board's attention to your views as expressed in your letter.

The dues schedule for networks is based on volume of business similar to the dues schedule for stations. Last fall when we discussed the various methods for determining network dues, we all agreed that this was the proper method and I was under the impression that the schedule as adopted met with your approval.

Regarding network representation on the Board, the by-laws covering this subject have been changed twice during the past few years, and if you desire to propose an amendment in accordance with the views expressed in your letter, I know the membership will gladly consider it.

The lack of unity in the industry to which you refer has existed, but I believe it has in many cases been more vocal than real. The membership of the NAB on the whole has been loyal and there have been but few resignations. There have been some differences of opinion as to policies, but all policies of the NAB have been decided by the board only after full discussion. Many who rightfully claim under our democratic process the right to express their views seem to fail to recognize any obligation to abide by the decision of the majority.

Therefore, I especially appreciate the spirit behind your action as evidenced by your statement that though your views remain unchanged you feel it advisable to abide by the decision of the Association. I am sure this action on your part will contribute to industry peace and cooperation, and I hope others who have disagreed with NAB policies will follow your example. Certainly at a time such as this, we need to devote all our energies to winning the war.

You may rest assured that I shall do all within my power to promote a strong Association truly representative of all interests. I am delighted that we shall have the support and cooperation of your organization.

KATE SMITH, CBS songstress, will be featured in a Columbia picture to be released shortly under the title "America Sings with Kate Smith." Proceeds of the film will go to the USO.

WEAF's 20TH BIRTHDAY PLANS

Station Was First To Sell Commercials, Participated In Pioneer Network

CELEBRATION of the 20th birthday of WEAF, New York, Sunday, Aug. 16 with special local and network programs (NBC, Aug. 15, 11:15-12 Midnight; WEAF, Aug. 16, 4:30-5 p.m.) will be a far cry from the station's first broadcast, Aug. 16, 1922.

Broadcast through a transmitter at 463 West St., the program drew its talent from employes of the AT&T Co. who interrupted their work at the switch-board to serve as microphone "guinea pigs." WEAF studios were first located on the 24th floor of the AT&T building, 24 Walker St., later moving to another Telephone Company building at 195 Broadway.

When only 12 days old, WEAF solved the problem of revenue that had plagued radio operators for years—by selling the first commercial sponsorship of a broadcast to Queensborough Corp., Jackson Heights, New York, in the interests of Hawthorne Court, a real estate development at $100 for each ten-minute talk. By September 21, 1922, the station had two additional commercials on the air: Tidewater Oil and American Express. Gimbel Brothers also became one of the station's chief advertisers.

In 1922-23, WEAF advanced the principle now used in network broadcasting with telephone hookups between New York, and Chicago, and later with Boston. The history of modern network broadcasting began Jan. 4, 1923 with the hookup between WEAF and WNAC, Boston, also 20 years old this summer [BROADCASTING, Aug. 3, 1942].

'TEENIES POUR IN

'Youngest' Claims Made by Many Stations

'TEEN AGE employes in radio stations throughout the country continue to vie for the accolades of youngest this and youngest that. Several weeks ago, a young man of 17 wrote to BROADCASTING to claim the title of youngest control operator and announcer. Word from WGAA, Cedartown, Ga., advised that an 18-year-old program director resided there. Then came a 16-year-old control operator at WDRC-W65H, Hartford.

At WHFB, Portsmouth, N. H., a 17-year-old announcer is a four-year veteran. Another announcer-operator from WLOK, Lima, O., 16, also put in his claim pointing out that he was several weeks younger than another operator.

New in the race is Rob Roy Ratliff, 16, news-editor of WMBH, Joplin, Mo. This contender has already worked for several papers as a reporter and will also edit his high school newspaper. In addition he has worked on special assignment for the Associated Press and is now a special UP correspondent at Joplin. Since his birthday falls in January, his 17th birthday is a good way off.

Ted Devlin, 16, KROS, Clinton, Ia., started off as an announcer six months ago as well as handling regular remote schedule. He will be 17 in September. Charlie Payne, now 18 and program director of KAND, Corsicana, Tex., writes to say that he has been at it since turning 16. On the business side, WATW, Ashland, Wis., claims the youngest fulltime salesman in Leonard Goldman, 17. In addition its announcing staff of five averages 18.

PAT BISHOP, announcer of KFI-KECA, Los Angeles, has been signed as narrator for a series of official Navy recruiting film shorts. Bishop is currently completing a similar assignment on a government short film, "Victory Through Air Power," produced by Walt Disney Studios.

Army Stage Show May Go on Air

POSSIBILITY looms that the Irving Berlin-Army stage hit "This is the Army" will become a sponsored network program, with both the War Dept. and the Irving Berlin office understood to be listening to offers from sponsors though not taking the initiative in the matter.

Conditions governing the launching of a commercial radio version of the Broadway hit would undoubtedly include a sponsor whose product was suitable for association with the War Dept. That the sponsor's weekly check go to some charity, such as the Army Emergency Relief, is a factor in determining whether or not the Army would endorse the idea of airing the show.

American Tobacco Co. and Goodyear Rubber are both reported to be interested sponsors. An earlier offer from Pabst, beer company, was allegedly rejected on the grounds that the product was not suitable.

A MEXICAN SENORITA, now giving twice-weekly talks in Spanish on NBC's shortwave facilities, is Maria Luisa Sierra. American women are the subjects of her programs, directed at Mexican women and rebroadcast over the Mexican network, headed by XEW, NBC Pan American Network affiliate.

Coast Co-Op Program Opens Chicago Office

THE HIGHLY successful *Housewives Protective League*, a participating type of program, with major appeal to women, was scheduled to open a Chicago "branch" this month. Paul Gibson, who has been conducting the league programs in San Francisco, has been transferred to Chicago.

Galen Drake, now in Los Angeles, working with Fletcher Wiley, originator of the League idea, is heard in San Francisco 17 times weekly on KQW. The San Francisco *Housewives' League* programs are done by transcription, with the discs specially cut to local demands and for local sponsors.

Pratt Gets KNX Post

MEREDITH R. PRATT, account executive, has been made sales service and merchandising manager of KNX, Hollywood and the CBS Pacific network. Working under George L. Moskovics, CBS Pacific Coast sales promotion manager, Mr. Pratt replaces Edwin W. Buckalew who recently was elevated to western division manager of station relations. Andy Kelly, formerly of the Assn. of Motion Picture Producers (Will Hays office), has returned to the KNX publicity staff. Peter O'Crotty of that department, in addition to other publicity duties, has been placed in charge of trade publication relations. George Harshbarger, who formerly handled trade news, has assumed other sales promotion duties.

Mr. Pratt

Mexican Visitor

ALFONSO SORDO NORIEGA, noted Mexican radio commentator, has been in Washington for the last few weeks, and expects to remain at least one more week, on an informal mission of goodwill. During his visit he has been in informal consultation with Government radio officials and has visited various radio executives. He is known as the Lowell Thomas of Mexico.

Don Clark to R & R

DON CLARK, Hollywood producer, has joined Ruthrauff & Ryan Inc., that city, and will be assigned to the weekly CBS *Bob Burns Show*, sponsored by Lever Bros. Co. (Lifebuoy). Although no definite statement has been issued, it is understood that fall resumption of the weekly CBS *Big Town* with Edward G. Robinson, under sponsorship of Lever Bros. Co., is still uncertain.

Owens Now Timebuyer

FRANKLIN OWENS, of the radio timebuying staff of Benton & Bowles, New York, has been appointed timebuyer, succeeding George Kern, now in the Army. Prior to joining Benton & Bowles in 1941, Owens was with NBC and previously with BBDO, New York.

17 CBS Sponsors Earn Discount by Using Full Hookup

IN A RECAPITULATION last week of advertisers using the full CBS network in order to earn the network's discount rate of 15%, it was disclosed that a total of 17 programs sponsored by 13 advertisers will be heard on the 114-station hookup as of Sept. 18 when the *Kate Smith Hour* returns to the air for General Foods Corp., New York, after a summer hiatus.

The network's survey of its programs since Lever Bros. Co., Cambridge, Mass., first signed for the full number of affiliates July 7 [BROADCASTING, June 29], shows that 85 stations have benefited by the plan, which has added 272 hours and 55 minutes to the CBS commercial schedule.

As an example of the advantages to stations, the CBS affiliates, WBAB, Atlantic City, and WMBS, Uniontown, Pa., have added nine hours and 45 minutes, representing 22 new program periods, to their schedules. Ten affiliates have added seven hours and 15 minutes or more weekly; 24 have added five hours; 54 have added five or more program periods weekly.

Shows Listed

The complete list of CBS shows with their sponsors now heard on the full network follows:

General Motors Corp., *Cheers From the Camps;* Lever Bros. Co., *Tommy Riggs and Betty Lou, Lux Radio Theatre* (returning Sept. 14); R. J. Reynolds Tobacco Co., *Camel Caravan, Vaughn Monroe's Orchestra;* Philip Morris & Co., *Crime Doctor, Philip Morris Playhouse;* Liggett & Myers Tobacco Co., *Glenn Miller's Orchestra;* Coca Cola Co., *Pause That Refreshes on the Air;* Armstrong Cork Co., *Theatre of Today;* American Tobacco Co., *Your Hit Parade;* Wm Wrigley Jr. Co., *Sergeant Gene Autry, The First Line,* and *Ben Bernie;* Eversharp Inc., *Take It or Leave It;* Curtiss Candy Co., *Jackson Wheeler—News;* General Foods Corp., *Kate Smith Hour.*

Two national programs have already contracted with NBC for its over-all 10% discount, recently announced by Niles Trammell, president of NBC [BROADCASTING, Aug. 3], and are now using the full NBC network of 125 stations. Those programs are *The Voice of Firestone,* to which Firestone Tire & Rubber Co. added 63 NBC stations with the Aug. 3 broadcast, and the Philip Morris & Co. *Johnnie Presents* program, which on Aug. 4 increased its network from 82 to 125 stations.

It is understood that at least three other NBC sponsors have indicated their desire to take advantage of the 10% discount, but NBC had made no further announcement as BROADCASTING went to press.

PHILADELPHIA HOSPITALITY is extended visiting June Rollinson, of Russell M. Seeds Co., Chicago agency, by B. A. McDonald (left) and Leslie W. Joy, sales manager and general manager, respectively, of KYW, Philadelphia. Miss Rollinson visited the city in behalf of the agency's Grove and Pinex accounts.

NBC Announces Novel Local Promotions For 'Fall Parade of Stars' Discs

USING special recordings of top-ranking artists of commercial network features as the nucleus of its plan, NBC in early September will launch a novel campaign to promote locally through affiliated stations a fall "Parade of NBC Stars." The campaign will be accompanied by an intensive exploitation program to tie up the transcription series with high-geared newspaper cooperation, window displays, community stunts and all other effective promotion means that may be at the disposal of the individual outlets.

According to Frank Mullen, NBC vice-president and general manager, more than two-thirds of the affiliated stations have already expressed definite intentions to utilize the unusual exploitation scheme, with more enthusiastic acceptances arriving daily. Similar approval has been registered by advertising agencies and advertisers who have had a chance to study the previews.

Six-Pointed Plan

The "Fall Parade" plan, according to Mr. Mullen is six-pointed. It aims (1) to create interest in approaching fall features and build up listening audiences for them; (2) strengthen goodwill ties between advertisers and stations; (3) strengthen ties between advertising agencies and stations; (4) build prestige for stations by identifying each outlet with the network's most popular program features and their stars; (5) build up an inventory of human interest material from which popular local programs may be constructed; (6) create newspaper goodwill by supplying topical, newsworthy stories, photos and mats of celebrated radio personalities.

As finally developed, users of the "Fall Parade of Stars" will receive an attractive leather portfolio containing at least ten recordings of featured network personalities supplemented with matched scripts for the use of masters of ceremony or narrators. Records and scripts can be combined in numerous ways to build programs of five, 15 or 30-minute lengths.

Big Portfolio

The merchandising package will also contain suggested spot announcements, a collection of 20 photographs and an equal number of mats of the featured stars, samples of newspaper advertisements, a complete page layout of pictures and captions for presentation as a newspaper feature and a series of press stories for newspapers, newscasts or house-organs. A scrapbook for clippings, reports and comments, which is to be returned to NBC at the conclusion of the campaign, completes the portfolio's contents.

Although the campaign has been evolved to serve all interested stations, it has been made extremely flexible in operation to meet the individual needs of local affiliates. Scripts, for instance, have been prepared to permit the insertion of as few or as many of the recordings as the station decides to use with the text. While photographs or mats and the array of printed matter have been arranged for adaptation to meet a similar variety of conditions, the text throughout will emphasize the important role that featured programs and their popular top-ranking stars will pay during the coming fall and winter months in maintaining public morale.

Instructions accompanying the portfolio explain innumerable ways in which local program directors may alter the scripts to suit their own special requirements or to complement local tie-ups. Numerous stunts including the use of matchbook covers, milk-bottle ringers, counter and car cards, street banners, street parades and other publicity methods are likewise suggested in the packet.

NBC announced that it is now arranging with advertising agencies for the production of the recordings, each of which will run from two to three minutes as cut on 12-inch discs running at 78 r.p.m.

One important phase of NBC's exploitation plan for the Fall Parade of Stars" calls for close tie-ups with local newspapers in which each media will mention the part played by the other in bringing recognition of the entertainment value of the series to the station's listeners.

In announcing the exploitation plans, NBC officials emphasized that the program material supplied in scripts and on recordings will be free of all out-and-out mentions of sponsor's products.

GM's Disc Series Contacts Employes

House Program Offered at Varying Times for Staff

PRESENTING true-life experiences of General Motors men and women engaged on the fighting and production fronts, the new G-M institutional show *Victory Is Our Business* [BROADCASTING, July 27, 1942] was aired for the first time last week in more than 20 cities throughout the country, where company plants are located.

To enable workers on all shifts to hear the program, the combination live and transcribed quarter-hour show is to be aired twice-daily each week on one or more stations in most cities. However, in larger G-M production centers, it will be broadcast as many as four times in a single day.

Wide Following

Altho designed for employes and their families, connected with the 90 or more G-M production plants in the country, the program is expected to attract a wide general audience. Behind-the-scenes and human-interest happenings to the workers are being gathered for the show by special reporters assigned to the company's plants.

Agency is Campbell-Ewald Co., New York and Detroit.

New Canteen Opened

FIRST CHECK received by the American Theatre Wing from its *Stage Door Canteen* sponsors, Corn Products Refining Co., New York, went towards opening another canteen in Washington last week. Similar servicemen's centers will be set up in Boston and Hollywood shortly. American Theatre Wing receives a weekly check for $2,500 for putting on the CBS canteen show. Gotham Adv., New York, handles the account.

Dentyne Spots

AMERICAN CHICLE Co., Long Island City, N. Y., is running transcribed station-break announcements on numerous stations throughout the country for Dentyne chewing gum. No further details were available from Badger, Browning & Hersey, New York, agency in charge.

War Record Silences Advertising Critics

Antis in Government Yield to Notable Sales Achievements of Industry

WIDESPREAD recognition in Washington of the fact that advertising can be used to promote important phases of the war effort has silenced certain old-line Government agencies, until recently regarded as anti-advertising.

Although the Government has not bought advertising time or space, except in rare instances, prominent Government war agencies have not hesitated to rush to advertising when they wanted to accomplish a smash selling job in a short space of time.

Among examples are: (1) conservation and salvage of strategic raw materials; (2) sales of War Bonds and Stamps; (3) National Nutrition Program; (4) production and factory morale; (5) civilian defense, anti-sabotage and related activities; (6) military and technical recruiting.

Getting Along Better

As a result, the relationship between advertising and Government has been improving steadily since Pearl Harbor, and today that relationship is better than it has been for years. From the standpoint of the advertising industry, the only question is whether this represents a complete conversion or merely a marriage of convenience.

The bond of mutual confidence between advertising and Government has been strengthened by the influx of business and advertising men into important spots in war agencies. In the war crisis, they have submerged the old-line Government officials and bureaus who were anti-advertising in the pre-war era. Whether the latter will again emerge after the peace, is an important question; the fact remains they are still with the Government and they have given no public asurances that their viewpoints have changed.

A little over 11 months ago BROADCASTING (August 18, 1941) published a survey of the activities of Congress and a number of Federal agencies which indicated certain elements in Washington were opposed to advertising as an institution. This was followed by a campaign, conducted by leading trade associations in the advertising field, designed to define the Government's real position on advertising.

Leon Henderson, Office of Price Administration head, climaxed this campaign in an address before an advertising industry war council last November. He quieted leaders of the advertising industry by promising that those who were running the war program would not take time to experiment with social or economic innovations. So far as OPA is concerned, Mr. Henderson has kept his word, but has frequently had trouble keeping some of his subordinates under control.

Following is a summary of the way in which war agencies have welcomed advertising as an aid to winning the war:

1. SALVAGE CAMPAIGNS: Large amounts of time and space, paid for by private companies, were combined with free radio and newspaper promotion to help put over the rubber salvage campaign. This is being done to promote the current fats and oils salvage program, and that industry has raised $500,000 for paid advertising.

Use of advertising in these two campaigns, however, has been on an informal basis. A third and more formal program, which started July 20, is designed to stimulate the flow of scrap metals into the war program. Details of this campaign, which includes radio, newspapers, magazines, and trade papers, were approved by Lessing J. Rosenwald, chief of WPB's Conservation Division.

He approved a $2,000,000 campaign paid for and prepared by the American Industries Salvage Committee. First newspaper copy for the campaign featured pictures and a message from Donald Nelson. In approving the campaign, Mr. Rosenwald gave this testimonial to advertising and to U. S. industry:

"This campaign was undertaken by a group of the nation's leading industries, at the request of the Conservation Division of WPB, and is closely integrated with the WPB's new National Salvage Program. The committee includes member companies of the American Iron & Steel Institute, which is concerned with assuring a continual flow of scrap metal into its plants, but is also using its ads to stimulate the flow of other needed materials. The immediate response of industry in setting up machinery for the campaign was particularly gratifying, in so far as it helped us clear the tracks for an all-out drive to bring in the scrap."

War Financing

2. WAR STAMPS AND BONDS: Use of advertising, along with every other conceivable promotion method, to plug the sales of War Stamps and Bonds is an old story to anyone who reads or listens to the radio. There is no question but what Secretary of the Treasury Morgenthau knows what advertising has done to promote the sale of war bonds and stamps. In fact, this is being regarded as responsible for the more favorable attitude toward advertising shown recently by the Treasury, its Bureau of Internal Revenue and Secretary Morgenthau. A concrete example of this is the Treasury's views on advertising as expressed during recent House Ways & Means Committee tax hearings.

Here is an example of how advertising has been used to sell Stamps and Bonds. During May, all segments of the drug industry combined their advertising resources to sell Stamps over the retail drug counter. As a result, more than $5,000,000 worth of stamps was sold.

3. NATIONAL NUTRITION PROGRAM: In May, 1941, the Federal Security Agency undertook to promote better nutrition as part of the defense program. At first the program hinged on speeches by Government officials and nutritionists, press releases by Government agencies and similar routine. The program got nowhere fast.

After six months of floundering, FSA Administrator McNutt realized the only way to sell the nutrition program to the mass of consumers was to develop some formula whereby the food industry could tie its commercial advertising into the program. He hired Harry Houghton from the advertising industry to do the job. A program was worked out whereby food advertisers could use a national nutrition seal in their printed advertisements and a set of national nutrition food rules in radio copy.

Production Theme

Permission to use a Government seal in food advertising represented a major victory for the industry and advertising over elements in the Government who always have fought any plan which would indicate Government approval for food advertising. Mr. McNutt even went one better—he permitted the use of his picture in certain commercial nutrition copy.

4. MISCELLANEOUS ACTIVITY: There has been no formal

(*Continued on page 44*)

Dyke Is Appointed to Direct Federal Advertising Bureau

Will Handle Clearance of Advertising as Well As Promotion Campaigns for U. S. Agencies

ALREADY the biggest user of all publicity and advertising media in history, Uncle Sam's war information machine last week was expanded to include a Bureau of Campaigns under the direction of Kenneth R. Dyke, former NBC director of advertising and promotion and former advertising director of Colgate-Palmolive-Peet.

Mr. Dyke

The new bureau, which will come under Gardner Cowles Jr., assistant director for domestic operations of the Office of War Information, will act as intermediary between manufacturers, their advertising agencies, all media and the Government departments, agencies and bureaus.

Dudley Is Assistant

The bureau parallels the six others—News, Radio, Publications & Graphics, Motion Picture, Public Inquiries, Special Operations—which were placed under Mr. Cowles when OWI's setup was announced [BROADCASTING, July 20], and represents a recognition of the necessity of coordinating policy, interpretation and timing of all special Government programs and campaigns of information connected with the war effort.

Mr. Dyke's deputy chief will be H. Andrew Dudley, formerly in the advertising department of the Wm. K. Wrigley Co., recently campaign manager for the Office for Emergency Management.

The establishment of the Bureau of Campaigns eliminates the former advertising division which Mr. Dyke left NBC to head and which had been placed, in the original OWI setup, under the Bureau of Special Operations headed by Philip Hamblet. It was the first major move made by Mr. Cowles, publisher of the *Des Moines Register & Tribune* and of *Look* Magazine and president of Iowa Broadcasting Co., since he assumed one of the five key offices in OWI under Elmer Davis, director. Mr. Cowles, it was learned by BROADCASTING, forsook his plans to go into the Army Air Force when personally asked by President Roosevelt to join Mr. Davis.

Last week he named as his personal aide Robert Blakeley, a former editorial writer with the *Des Moines Register & Tribune*.

Coordinating rather than superseding any of the other six bureaus under Mr. Cowles, the new bureau under Mr. Dyke cuts across all media and in effect recognizes—as did the previous appointments of Robert Horton to head the News Bureau, William B. Lewis the Radio Bureau, John R. Fleming the Bureau of Publications & Graphics and Lowell Mellett the Motion Picture Bureau—the importance of all other advertising media.

"Its objective," it was officially

(*Continued on page 38*)

MARCHING AHEAD ON

5000 WATTS
DAY AND NIGHT
980 KILOCYCLES

NEW contracts show what national as well as local advertisers think of the new WSIX power and frequency and our potency in producing sales.

● Meantime, the rich Nashville market is getting richer daily. Crops are coming in . . . defense industries booming . . . men pouring into army camps by tens of thousands.

YOU CAN BLANKET THIS WHOLE NASHVILLE AREA now over WSIX —Old 250-watt rate card still in effect for the time being—But hurry!

NATIONAL REPRESENTATIVES — SPOT SALES, INC.

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Stack-Goble Goes Out of Business

STACK-GOBLE Adv. Agency, Chicago, one of America's oldest advertising agencies, was liquidated last week by the personal attorneys for the E. R. Goble estate. Mr. Goble died May 6. Since that time the New York office of the agency has been dissolved, with Richard A. Porter and Harold Kemp resigning to set up the New York office of Roche, Williams & Cunnyngham [BROADCASTING, July 6].

The agency was organized in 1894 by J. L. Stack who withdrew from the business in 1921 when the late Mr. Goble, who had come from the *Chicago Tribune* in 1910, became president. The agency was the first to place advertising for Wm. Wrigley Jr. Co. in the 90's and the Atchinson, Topeka & Santa Fe Railroad, which has not announced the appointment of a new agency, had been with Stack-Goble since its inception 48 years ago.

Herbert Hulsebus, vice-president, J. M. Willem, account executive, and Frank Pettee, copy chief, have not announced their future plans.

War Board Renamed

EMBRACING a wider field in planning of Army and Navy communications in wartime, the Washington Communications Board has been renamed the Combined Communications Board. It is the supporting communications agency of the Combined Chief of Staff Commission of the United Nations in Washington. U. S. membership of the newly-named board is Maj. Gen. Dawson Olmstead, Chief Signal Officer of the Army; Brig. Gen. H. M. McClelland, Director of Technical Services of the Army Air Forces; Capt. Joseph R. Redman, Director of Naval Communications; Capt. Carl Holden, on the staff of Adm. Ernest J. King, in charge of communications; Lt. Col. Frank W. Wozencraft, Army Signal Corps, board secretary for the Army; Com. Gilbert B. Meyers, Navy secretary of the board.

Pillsbury Buys Champion

PILLSBURY FLOUR MILLS Co., Minneapolis, with the acquisition of Champion Milling and Grain Co., Clinton, Ia., has started distribution of livestock and poultry feed under the trademark Pillsbury's Best. Dealer promotion in trade journals has been placed by the agency, McCann-Erickson, Chicago, and contemplated consumer advertising is said to include radio. Addition of the Clinton plant brings the total of Pillsbury feed mills to eight.

Azcarraga Visits N. Y.

EMILIO AZCARRAGA, manager of the 43-station Mexican Network which is affiliated with the NBC Pan-American Network, is currently in New York to confer with broadcasting officials on the serious shortage of replacement parts and tubes for Latin-American transmitters, which in six months or so threatens to take those stations off the air. Mr. Azcarraga was greeted in New York by Niles Trammell, president of NBC, and John F. Royal, vice-president in charge of international relations for NBC.

Receiver Tube Advisory Board of WPB Weighs Civilian, Military Needs, Output

CONCENTRATION as a practical method of production was considered at length Aug. 5 when members of the War Production Board's Radio Receiving Tube Industry Advisory Committee met with Frank H. McIntosh, chief of the radio section of the communications branch and the presiding Government officer, by authority of Leighton H. Peebles, chief of the communications branch.

At present, WPB indicates there is an ample existing supply of receiving tubes to cover civilian needs for at least six months and possibly for a year, with a few exceptions. Increasing military demands make it necessary, it was pointed out, to plan the most efficient production method. In line with this aim, concentration of production could allow delegation of civilian production to one group of producers with the rest devoted completely to military needs.

Military Rejects

However, there is an obstacle to such a plan in the matter of price ceilings. Producers currently maintain that the rising costs of production make it unprofitable to devote their entire energies to civilian production at current prices. Thus, before any practical plan of concentration may be evolved price obstacles must be removed.

The committee also considered the practicability of using military rejects for civilian purposes. Committee members voluntarily offered to obtain production inventories to aid the WPB in obtaining the larger picture. Although there has been some suggestion that distributors might attempt to create a stockpile of tubes, Mr. McIntosh denied this and explained that PD 1X applications may not obtain more than a two-month supply of tubes, at one time. This eliminates the possibility of a stockpile and from present indications assures the continued flow of tubes into the hands of distributors.

Simplification was another problem considered by the advisory group. It was suggested at the meeting that the current number of receiver tube types, for both military and civilian needs, make production unwieldly. Obviously, the greater the number of types the more difficult becomes the problem of supplying armed forces throughout the world. Simplification of the number of civilian tube types would permit greater concentration on military needs and increase the efficiency of civilian repair and maintenance at the same time.

Tube Standardization

To illustrate the extent of civilian tube types currently in production, WPB estimates put the figure about 350. Of these, approximately 95% of the tubes produced fall within 35 types, according to the WPB.

As part of the simplification study, committee members will give careful attention to Victory tube models, which will emphasize simplicity in range as well as use of as little critical material as necessary. Division of production among factories by tube types will also be studied by the committee.

Another optimistic sign in the tube supply picture is the current stock of tubes originally intended for use in automobile radios. Since the gasoline rationing program and rubber conservation emphasis, WPB claims that the normal wear on tubes has been reduced. Although gasoline rationing only affects a portion of the country at present national emphasis on rubber conservation has reduced car use. A reduced demand for auto radio tubes allows for a diversion of raw materials to other tube manufacture.

Members of the committee attending were: M. F. Balcolm, Hygrade-Sylvania Corp.; Harry C. Bonfig, RCA Mfg. Co.; Ray Burlew, Ken-Rad Tube & Lamp Co.; Raymond E. Carlson, Tung Sol Lamp Works; L. H. Coffin, Hytron Corp.; Lawrence K. Marshall, Raytheon Products Corp.

Ohio Oil Resumes

OHIO OIL Co., Cincinnati (Marathon gasoline, motor oils), on Sept. 6 will resume *Views on the News* by Gregor Ziemer, Carroll Alcott, William Hessler and J. Sims from WLW, Cincinnati, and six other NBC Midwestern stations (WMAQ WSPD WCOL WBOW WGBF WOWO), Sundays, 3:30-4 p.m. (CWT). Agency is Stockton, West, Burkhart, Cincinnati.

Rit in Chicago

RIT PRODUCTS Corp. (Rit tints, dyes), on Sept. 8 will start 50 spot announcements weekly for 52 weeks on major and secondary Chicago stations. Station list has not been completed. Agency is Earle Ludgin, Chicago.

From Click

'We have just received permission to announce that it rained yesterday.'

ZACHARY HEADS OWI RADIO PRODUCTION

GEORGE ZACHARY, former CBS producer now handling the Coca-Cola *Pause That Refreshes* on that network for D'Arcy Adv., St. Louis, this week joins the Radio Bureau of the Office of War Information as head of its newly-created production division. He will supervise all programs produced by the Radio Bureau, which under the recent reorganization absorbed the former radio division of the Office of Emergency Management, and he will act as advisor to all Government departments and bureaus on programs designed to aid the war effort.

Mr. Zachary reports for duty Aug. 11 and will serve directly under William B. Lewis, chief of the Radio Bureau, who in turn reports to Gardner Cowles Jr., assistant OWI director of domestic operations. He is the organizer and director of the *Ellery Queen* series and formerly directed the *Campbell Playhouse* and Goodrich Rubber's *100 Men and a Girl* programs.

Mr. Lewis last week announced that Nat Wolff, who has been acting as OWI liaison in Hollywood, has been promoted to deputy chief of the Radio Bureau coordinating and supervising all West Coast activities. Mr. Wolff has relinquished his talent bureau business and now devotes all of his time to OWI with offices in the Taft Bldg., Hollywood.

Lewis Calls Newscasts Major Radio War Job

STATING that "news is the most important commodity that wartime radio handles," William B. Lewis, chief of the Radio Bureau, Office of War Information, told a radio workshop session at Northwestern U of radio's role in the post-war world.

Mr. Lewis stressed the force of radio as a public morale builder informing the people of why they fight, what they're fighting against and the things they must do to insure victory. At length he described the coordinating function of his unit in war information.

New OWI Material

TWO MORE background brochures covering the United Nations theme and salvage have been issued by the Radio Bureau, Office of War Information, according to an announcement Aug. 10. Material is prepared for the use of radio writers and producers throughout the country. Other material to be released shortly covers wartime jobs for women, anti-inflation steps, and the conservation of gasoline and rubber.

Johnson Expands List

JOHNSON & JOHNSON, New Brunswick, N. J., which started a spot campaign June 29 for its Red Cross surgical dressings on 63 stations, has expanded the list to 74 stations, carrying six to 10 announcements weekly. The drive, directed to men and women studying first aid for home defense as well as to workers in defense industries subject to minor cuts and abrasions, is in addition to the weekly CBS show *The Voice of Broadway* with Dorothy Kilgallen. Agency is Young & Rubicam, New York.

Manpower Group On Aug. 11 Will Study Radio Jobs

Lists Now Being Circulated In Government For Study

AN EXTENSIVE list of critical occupations, including those in the broadcasting and the communications fields, has been drawn up by the U. S. Employment Service for use of the War Manpower Commission and is now in the hands of the various Government agencies affected, it was learned last week. The list, release of which is expected shortly, is being studied by various agencies such as the Board of War Communications, and will be returned to the War Manpower Commission for final revision and release.

It was also learned from a WMC spokesman that formal review of the list will be undertaken by that Commission Aug. 11. However, it was said that about one-third of the list of more than 2,000 occupations had already been given careful review, and the session Aug. 11 will be concerned with suggestions and advice of other Government agencies for final determination of the list in its first published form.

Types of Listings

It was assured that a lengthy "master" list of these occupations will be released. In addition, however, it was suggested that two other types of listing may be made —one more compact for use of Selective Service in drafting men for the military, the other by grouping the occupations under general classifications for use of Governmental agencies other than the Manpower bureaus. In the latter listing, it is expected that broadcasting will be included along with other communications categories plus newspaper and periodical occupations.

All lists are expected to go into great detail regarding the particular duties of each occupation, length of time for training of replacements and other pertinent data.

Manpower Allocation

The WMC will use the lists for replacement and allocation of manpower among the various industries. Selective Service will utilize them for the military needs. This is being done to prevent inroads on personnel in the occupational fields considered as essential. In line with this the President on Aug. 4 transferred from the War Production Board to the WMC the Committee on Fair Employment Practices which was set up to prevent "piracy" among employers for scarce skilled workers. Among members of this committee are David Sarnoff, president of RCA and Mark Ethridge, former NAB president and general manager of the *Louisville Courier Journal and Times*, operating WHAS, Louisville.

It was again emphasized by the WMC that the lists are not to be considered final. From time to time additions or subtractions may be made, it was said, and Government agencies as well as industry groups will be called upon for additional information on occupations whenever shortages appear or evidence is shown that an important industry will suffer unless there is curtailment in drain on its personnel.

BASHFUL GERTIES mailed their girdles to WLW, Cincinnati, after "Col. Cumquatt" advised this course to those who were too embarrassed to drop them off at filling stations. Holding sample (l to r) are: George Biggar, program director; Frank Allen, agricultural department; Jimmy Leonard, WSAI program manager; Chick Allison, promotion manager; Van Woodward, director of WLW-WSAI continuity department; and Kit Fox, coordinator of defense broadcasts for WLW who originated the idea and helped "Col. Cumquatt" in his roundup program. Actually, the colonel is Ken Peters, WLW announcer-actor.

Justice Dept. May File Against RCA and Others

INDICATION was given last Friday by Thurman Arnold, chief of the Justice Department's Anti-Trust Division, that the Government again would file anti-trust suits against RCA and other radio companies.

It is understood Mr. Arnold has asked Federal Judge Albert B. Maris of Wilmington to vacate a decree entered in the Federal District Court of Delaware in 1932 against RCA and other radio corporations which was taken as a settlement of an anti-trust suit filed against them by the then Attorney General William D. Mitchell.

Mr. Arnold told the court that "the course of events since then indicates that the decree has not removed the unlawful restraints of trade and prohibited monopolies." He added that the original 14 defendants with "new parties are now engaged in a new monopoly covering the whole radio field, including television and frequency modulation." The 1932 decree was not decided against all defendants. The Government dropped suits against many of the corporations, including General Electric and Westinghouse, when consent agreements were made to dispose of certain stockholdings as well as make other concessions. A ruling from Judge Maris will be made later with no indication as to the date.

EDMUND F. JOHNSTONE, president of Redfield-Johnstone, Inc., New York agency, has taken a leave of absence to join the Army Air Force.

FOUR MORE OUTLETS JOIN MUTUAL NET

WGOV, Valdosta, Ga., operated by E. D. Rivers, on Sept. 1 will join MBS, and two other stations will become Mutual affiliates sometime in September—WCNC, Elizabeth City, N. C., and WSAP, new station in Portsmouth, Va. These two will join the network on the date WSAP starts operations, bringing the total number of Mutual affiliates to 208.

WGOV operates on 1450 kc., 250 watts fulltime, while WCNC, operated by the Durham Radio Corp., operates on 1400 kc., 250 watts unlimited. WSAP, which will replace WGH, Newport News, Va., as the Mutual affiliate in that area, will operate on 1490 kc., 250 unlimited.

CKCL, Toronto, 1,000-watt station on 580 kc., will become a MBS affiliate Sept. 1, the second Canadian station to join Mutual, the other being CKLW, Detroit-Windsor.

New Tums Quiz

LEWIS-HOWE Medicine Co., St. Louis, on Oct. 3 will start a new quiz show, as yet untitled, on about 50 CBS stations in the Saturday 8-8:30 p.m. period. Format of the new series, which will promote Tums, has not yet been decided, according to Roche, Williams & Cunnyngham, New York, agency handling the account.

Film Rights Sold

MONOGRAM PICTURES, Hollywood, in its first package deal has acquired film rights to the CBS Pacific Coast detective series, *Adventures of Cosmo Jones*. Agreement permits Monogram to make two pictures with option for more. Columbia Pictures Corp. has contracted with Max Marcin for screen rights to the weekly CBS *Crime Doctor*.

RADIO SCRIPT, "This Precious Freedom," written by Arch Oboler, NBC producer-director, and voted the best radio play of 1941, is the basis of a special motion picture now under production by General Motors Corp., Detroit. The picture will be shown free during September and October to GM employes and their families in theatres in their home towns.

HEAT WAVE BRINGS GAIN IN LISTENING

AMERICAN radio listeners apparently turned to music for relief from the recent heat wave, according to the program report for the last two weeks in July by the Cooperative Analysis of Broadcasting, which showed that four of the 10 highest shows in audience popularity were musical productions.

Leading the CAB list of network shows was the 45-minute *Hit Parade*, while other musicals in the top 10 included Kay Kyser, the *Fitch Bandwagon*, and *Saturday Night Serenade*, which ranked third, eighth and ninth. Newcomers to the networks with high ratings were *The Remarkable Miss Tuttle*, seventh on the CAB list, and *Star Spangled Vaudeville*, tenth in line. Other leaders were *Mr. District Attorney*, second; *Post Toasties Time*, fourth; *Information Please*, fifth; *One Man's Family*, sixth.

The same CAB report included a special rating for the speech broadcast July 23 by Secretary of State Cordell Hull on "The Seriousness of the War". Mr. Hull's rating was 34, the highest CAB count ever credited any member of President Roosevelt's cabinet.

Radio Boosts Interest in Opera, Survey Reveals

WITH A desire to reach the many opera lovers in this country, including the vast radio audience which hears the Saturday afternoon Metropolitan Opera broadcasts on the BLUE, and the Sunday *Metropolitan Auditions of the Air* on NBC, the Metropolitan Opera Assn. last week issued the first comprehensive summary of operations ever published and made available to the press and public in its 59-year history.

The "Statement on Operations" contains a general report on the outlook for next season by Cornelius N. Bliss, chairman of the board, during which he mentions that the operas will be broadcast again this year (BLUE, sponsored by the Texas Co., New York).

That the association is "more than ever before concerned with radio broadcasting" is attested by Edward Johnson, general manager, in his report which states, "The regular Saturday afternoon series is identifying the Metropolitan more directly with the musical life of the entire nation, is awakening and fostering a national love of opera, while at the same time widening the scope of our appeal."

Van Camps Series

VAN CAMPS Inc., Indianapolis, which for the last six months has been conducting a spot campaign for Tenderoni, new macaroni product, is now using 75 stations in 125-130 markets. Spot announcements average three to five times weekly, according to Calkins & Holden, New York, agency in charge.

HISTORY of radio in Canada, from the financing by Canada of Marconi's first experiments on this side of the Atlantic, to today's wartime use of radio, is featured in a film *The Voice of Action* of the Canadian Government's National Film Board released at end of July in the monthly *Canada Carries On* series distributed to theatres throughout the hemisphere.

OWI Shifts Pair To Post at London

J. B. Reston Goes This Week; Hottelot To Follow Soon

WITH Archibald MacLeish and Murry Brophy back from London, where they helped organize a branch office of the Office of War Information [BROADCASTING, July 20], Robert Sherwood, assistant OWI director for overseas operation, announced last week that James B. Reston had been assigned to London. Mr. Reston, until last year a member of the *New York Times* London staff and recently with that newspaper's Washington bureau, will handle information designed for the British people relating to the American war effort, transmitted primarily via radio.

Also assigned to London is Richard Hottelot, former United Press foreign correspondent. Mr. Reston leaves this week, Mr. Hottelot shortly afterward. Already in London for Mr. Sherwood's branch, also on a news mission, is Richard Hollander, former managing editor of the *Washington News*, recently assistant chief of the Donovan Committee's newsroom which under the recent informational reorganization was absorbed by OWI and placed under Robert Horton.

Pflaum Coming Back

Returning shortly from London, where he was assigned by the old Donovan Committee on a special mission, is Irving Pflaum, also a former UP foreign correspondent, who recently was chief of the Donovan newsroom, largely engaged in preparing news for shortwave broadcasting from this country. Mr. Pflaum's new assignment has not been determined.

James Warburg, Mr. Sherwood's chief aide, who went to London with MacLeish and Brophy, is remaining there to organize the office. Chief of the London office has not yet been selected. Brophy, former CBS official on the West Coast, resumes his duties as chief of the Communications Facilities Bureau of OWI, concerned largely with shortwave technical operation. Mr. MacLeish, one of the five deputy directors of OWI under Elmer Davis, continues as assistant director for policy development.

OWI Charter Material

IN CONNECTION with the first anniversary of the signing of the Atlantic Charter on Aug. 14, 1941 when President Roosevelt and Prime Minister Churchill met at sea, the Office of War Information has issued a summary of speeches on our peace aims and the post-war world to be used on programs in celebration of the event. The OWI suggests that the material can be used by commentators, forums and round-table discussions, dramatizations, tributes, general entertainment programs and for special events shows.

SIGNING CONTRACT that puts *Counter Spy* on 59 BLUE stations beginning Sept. 28, W. J. Frankston, vice-president of Mail Pouch Tobacco Co., Wheeling, completes arrangements with radio officials. At left is Fred M. Thrower, general sales manager of BLUE, and standing are (l to r) R. C. Woodruff, radio director of Walker & Downing, Pittsburgh, the agency; William S. Walker, agency president; and Jack Donohue, BLUE sales staff.

Lance on Blue

LANCE PACKING Co., Charlotte, which last year sponsored the thrice-weekly quarter-hour *Toastchee Time* program on the BLUE, on Aug. 9 started a Sunday half-hour musical show on the BLUE for its Toastchee peanut butter-cheese cracker sandwiches, featuring Edward MacHugh, singer, Paul Lavalle's Orchestra and Will Donaldson's quartet. Representing the largest radio expenditure in the comany's history, the series is heard on 65 BLUE stations, concentrated in the South where the distribution of Toastchees centers. Agency is Morse International, New York.

Philip Morris Series

PHILIP MORRIS & Co., New York, on Sept. 8 will start an "entirely new" show starring Ginny Simms, songstress, and David Rose's Orchestra from Hollywood, in the Tuesday 8-8:30 p.m. spot on NBC, currently filled with *Johnny Presents* and Ray Bloch's Orchestra. Ginny Simms will double as singer and mistress of ceremonies, but no details on the format of the show itself have been given out by Biow Co., New York.

'Vox Pop' Renews

A PIONEER SPONSOR on CBS, Emerson Drug Co., Baltimore, has renewed *Vox Pop* for the second consecutive year on that network for Bromo-Seltzer. The company started using CBS facilities Sept. 18, 1927, the second day of the existence of the network, when it presented *The Emerson Hour* with the Howard Barlow orchestra and other stars of the time. *Vox Pop*, which started on KTRH, Houston, as the first man-in-the-street quiz in November 1932, has been aired more than 790 times. More than 250,000 questions have been asked on the broadcasts. Ruthrauff & Ryan, New York, handles the account.

MacPHERSON NAMED MANAGER OF KOA

APPOINTMENT of James R. MacPherson as acting manager of KOA, Denver, for the duration, has been announced by Sherman D. Gregory, manager of the NBC-operated stations department in New York. Mr. MacPherson replaced Lt. Comm. Lloyd E. Yoder, USNR, who recently was ordered to active duty in the Navy as public relations officer for the State of Colorado.

Mr. MacPherson

MacPherson joined KOA in May, 1934, as sales account executive and head of the sales promotion department. He had previously served as merchandising director and sales manager of the old WIBO, Chicago. In October, 1939, he was appointed national spot and local sales manager of KOA, a post that he will continue to hold in addition to his managerial post.

Lt. Comm. Yoder, who has been granted a leave of absence from the station, completed 15 years service with NBC on Aug. 1. Prior to his affiliation with KOA in 1939, he was NBC Western Division press head and manager of KPO and KGO, San Francisco.

Welch Holds Serial

WELCH GRAPE JUICE Co., Westfield (grape, tomato juice), will retain *Dear John* on 64 CBS stations instead of substituting that program with *Bill of Divorcement* as reported in BROADCASTING Aug. 3. Program, however, on Aug. 16 will change time from Fridays 7:15-7:30 p.m. to Sundays 6:15-6:30 p.m. Irene Rich will continue in the title role. H. W. Kastor & Sons, Chicago, is agency.

WAR AD PROGRAM OUTLINED BY AT&T

USE OF ADVERTISING, including radio, by AT&T, to impress the public with the need for curtailed use of telephones in wartime was described in a letter sent July 22 to BWC-FCC Chairman James Lawrence Fly by Keith S. McHugh, AT&T vice-president.

Mr. McHugh's letter followed a telegram sent to Mr. Fly on June 29 by Walter S. Gifford, in which the AT&T president promised full cooperation in a BWC request that telephone companies in their advertising point out the need for eliminating unnecessary telephone calls.

Mr. McHugh revealed that 20,000 spot announcements on 600 stations have been used in the AT&T campaign since its advertising department conferred on the matter July 3 [BROADCASTING, July 20]. The spot announcements were in addition to four brief talks on NBC carried by 97 stations. The letter remarks that "the number of listeners reached by the radio effort will be many million, but accurate figures are not obtainable."

AT&T also used 16,900 large ads in 5,800 newspapers with a total circulation of 185,000,000; 110 large ads in 100 magazines with a total circulation of 55,000,000; 12,000,000 bill inserts reaching all telephone subscribers; 150,000 card ads in pay station booths; special work with large toll-using business subscribers; and 11,500 posters and window displays in company business offices.

Mr. McHugh stated the campaign will be adjusted from month to month "as experience warrants" and in general "national advertising will be undertaken as to the parts of the program which are common to the nation as a whole but most of the effort must be devoted where it is needed to the situation existing in individual localities or areas."

Local Phone Spots

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, collaborating in the nationwide drive to instruct the public how to use communication equipment during wartime, in a five-week test, on July 30 started utilizing weekly one-minute spot announcements on 19 Southern California stations [BROADCASTING, July 20]. List includes KECA KFI KNX KHJ KFAC KFVD KFWB KGFJ KMPC KMTR KRKD KVOE KGB KFSD KFMB KPRO KIEV KPAS KXO.

Keyne-Gordon on MBS

PHILIP KEYNE-GORDON, newspaperman formerly associated with UP, Scripps-Howard Newspapers, and midwestern publications, has started a series of daily news commentaries on MBS in the period formerly occupied by B. S. Bercovici, news analyst. Broadcasts originate at WJW, Akron, and are locally sponsored. British-born Keyne-Gordon, was educated at Oxford, served in World War I, and won distinction for his coverage of the Harding Presidential campaign, the Teapot Dome scandal, and the Washington disarmament conference.

XUM

"I'm one of 50,000 Matches"...

"I'm just a paper match, born to die in twenty seconds. Here I am, in the big stadium, where the Army War Show is packing them in. Tanks and jeeps maneuver in sham battle, as planes overhead try to slip through stabbing lances of light. The noise is overpowering, as a U. S. Army task force re-enacts the real thing.

"A single little match doesn't set the world afire; but multiply me by 50,000 and you've got something!

"At a given signal, all lights go out. A voice tells the crowd to strike a match, to show its power in a blackout, a beacon for bombardiers! 50,000 of us matches glow as one. In the Cimmerian blackness, the effect is eerie, indescribable.

"People go home talking about the Army War Show and its multifarious thrills. They never fail to mention the Aurora of the Matches and its strange fascination."

Yes, Little Match, your brilliant performance made conversation at the Army War Show in Philadelphia and later in Pittsburgh. Insiders are also talking about the job done by KYW and KDKA in turn to promote this patriotic spectacle. The sustained effort of these two 50,000-watt Westinghouse stations unquestionably set a pattern for delivering 50,000-people-a-night clear across the nation. It was the Army's party, of course. Other media cooperated, and there was much word-of-mouth promotion. But it is likewise true that the double-teaming of Westinghouse stations marked a new high in showmanship.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

WHO Staff Given Cash, Bond Bonus

Plan Not Inflationary, Eases Price Pinch, Says Palmer

AN UNUSUAL bonus, part cash and part War Savings Bonds, will be paid Aug. 15 to staff employes of Central Broadcasting Co., licensee of WHO, Des Moines.

Cash payment will be a percentage of salary for first six months of 1942 according to the following scale: 10% to employes with five years or more service; 9% to those with four years service; 8% to those with three years; 6% to those with two years; 5% to those with one year.

Bonds at Discount

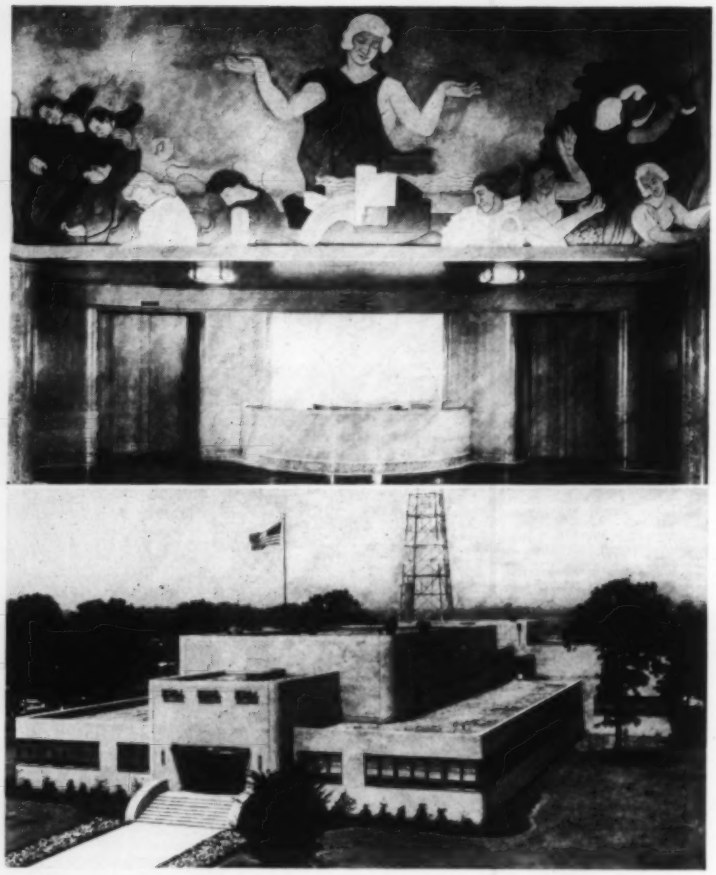
In addition to the cash bonus, employes may receive a further bonus compensation by acquisition of a $100 War Savings Bond for each year of service with the company, employes paying a small percentage of the cost, the company paying the remainder. Those whose salary is $1,500 per year or less will pay only 8% of the cost of their bonds. Those with salaries $1,501 to $2,000 per year will pay 10%; salaries of $2,001 to $3,000 will pay 12%; $3,001 to $3,500 pay 15%; $3,501 to $4,000 pay 18%; $4,001 to $4,500 pay 20%; salaries of over $4,500 per year will pay 30%.

Said B. J. Palmer, president of Central Broadcasting Co.: "There were two major considerations in the minds of our board of directors as we worked out this unique bonus plan for members of the staff of WHO: (1) We feel it our duty to encourage our people to prepare for economic adjustments which must of necessity follow a world catastrophe; (2) we had constantly in mind that any plan for adjusted compensation must be highly deflationary in character and an aid to our Government's war effort. We believe this plan achieves both objectives."

Rexall Sale

UNITED DRUG Co., Boston (Rexall products), for its semi-annual fall one-cent sale in September, will utilize a new series of four transcribed quarter-hour programs, *Rexall Parade of Stars*, on more than 200 stations nationally. NBC Hollywood Radio-Recording Division cut the series in late July, with talent including Ken Murray, comedian as mc.; Kenny Baker, tenor; Meredith Willson's orchestra; Harlow Wilcox, announcer. Walter Craig, program director of WMCA, New York, under special arrangement, was in charge of production for Street & Finney, New York agency servicing the account. Sam E. Hartford, sales promotion and advertising director of United Drug Co. was also in Hollywood during cutting of the series.

WLAV, Grand Rapids, Mich., has appointed Joseph Hershey McGillvra as exclusive national representative.



MILWAUKEE'S RADIO CITY, the new home of WTMJ and its FM adjunct, W55M, as well as the future television station of the Journal Co., WMTJ, is soon to be officially dedicated. The new structure, representing an investment of one million dollars, is situated on the banks of the Milwaukee River four miles north of the downtown district. Above, one of the four sgraffito murals painted by Jefferson Greer in the lobby, symbolizes the flow of radio service. All of the murals depict broadcasting. Below, the entire of Radio City as it is in Estabrook. In the background is the tower that will be used for television when WMJT is constructed in the future when building materials are available.

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau

With Dates of Publication in BROADCASTING

New Hampshire—March 16
Vermont—March 16
Nevada—March 16
Wyoming—April 13
Montana—May 11
Idaho—May 11
Maine—May 25
Arizona—June 1
Delaware—June 1
North Dakota—June 8
Utah—June 8
New Mexico—June 15
Nebraska—June 15
Oklahoma—June 15
Mississippi—June 22
Colorado—June 29
Tennessee—June 29
Iowa—June 29
Rhode Island—June 29
South Dakota—June 29
Oregon—July 6
North Carolina—July 6
Louisiana—July 6
Maryland—July 6
West Virginia—July 6
Minnesota—July 6
Georgia—July 6
Kansas—July 6
Arkansas—July 6
Connecticut—July 6
Massachusetts—July 13
Missouri—July 13
District of Columbia—July 13
Alabama—July 13
Kentucky—July 13
Florida—July 13
South Carolina—July 20
Indiana—July 20
New Jersey—July 20
Wisconsin—July 20
Virginia—July 20
Washington—July 20
Texas—July 27
Michigan—Aug. 3

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

For Ohio census report, see page 24; reports on California, Illinois, Pennsylvania and New York, concluding the series, will be published in subsequent issues.

Journal Co. Sets Radio City Debut

OFFICIAL DEDICATION of The *Milwaukee Journal's* new Radio City, situated on the bank of the Milwaukee River adjacent to Estabrook Park, four miles north of the downtown business area, takes place Sunday, Aug. 23 The new $1,000,000 project, housing all WTMJ-W55M activities, with provisions for future television station WMJT, and including sales, programming and executive offices, was occupied Aug. 5 without fanfare.

Preview tours of Radio City are to be conducted Aug. 13 and 14 for the benefit of *Journal* employes and their families, followed by a special preview for State, county and city officials, building contractors and suppliers Aug. 20. Local advertisers and agency men are to have their inning the following day, with an afternoon building inspection tour.

Official opening day for the public, August 23, will witness a steady parade of WTMJ-W55M programs and talent. Unique in the respect that no outside "big name" talent is to be imported for a single "dedicatory program," station executives, in recognition of the tremendous interest in Radio City as a building, have scheduled a continuous series of local programs to accommodate the greatest possible number of persons, with admittance by ticket only. Thirty-minute programs are to be broadcast from the spacious auditorium studio every hour on the hour, from 10 a.m. to 9 p.m., seating 380 persons per broadcast.

Lever Bros. Considers Changes in NBC Serial

BECAUSE of illness, Edna May Oliver, aged film and radio actress, has withdrawn from the weekly half-hour NBC *Remarkable Miss Tuttle*, sponsored by Lever Bros. Co. (Rinso). Miss Oliver, currently in the hospital, will be forced to forego radio and picture work for some time, it was said. She has been written out of the script. Don Stauffer, radio manager of Ruthrauff & Ryan, agency servicing the account, was in Cambridge, Mass., to confer with sponsor executives on continuing the program with film actress Mary Boland, or replacing it with a new dramatic series, *Mayor of the Town*, starring Lionel Barrymore.

Martin Gosch and Howard Harris, writers of the *Remarkable Miss Tuttle*, continue in that capacity until end of the present 13 week contract and will be retained for possible new series. Leith Stevens is musical director with Murray Bolen agency producer. Harlow Wilcox announces.

Lynn Food Plans

LYNN FOOD PRODUCTS Co., Chicago, formerly makers of Metalcraft Kitchenware, has entered the dehydrated soup field with Mary Lynn soups, product in which vitamin capsules are inserted in processing. Distribution has started in the East, Midwest and Midsouth. Current promotion consists of space in dealer publications, but consumer advertising to include radio is contemplated. Agency is Bozell & Jacobs, Chicago.

"Reel" Cooperation!

EVEN AT THE MOVIES... Denver-ites are kept KOA-conscious. Screen trailers in 12 Denver Fox Intermountain Theatres reach the eyes and ears of over 180,000 movie-goers* weekly, approximately *ten millon* annually, promoting KOA programs.

Your show on KOA receives "reel" cooperation as an extra merchandising service... just one of many reasons why this powerful 50,000-watt NBC station dominates in Denver.

For *real* sales results in the great Rocky Mountain and Plains States region, it *pays* to have your say on KOA!

**Paid box office figures*

IN COMPETITION WITH FOUR OTHER STATIONS, here's how KOA rates in the latest Denver Hooper survey:

- *The 10 top-rated daytime serial 5-a-week strips—the 50 shows with the highest Denver Hooper ratings—are all on KOA!*
- *The 10 top-rated evening programs—the shows with the highest Denver Hooper ratings—also are all on KOA!*
- *Morning, noon, and night... KOA has more listeners in Denver than the second and third ranking stations combined!*

50,000 WATTS
KOA
850 K.C. DENVER

From Every Vantage Point ...

KOA is FIRST in DENVER!

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

TEXT OF GOVERNMENT BILL OF COMPLAINT AGAINST AFM

FULL TEXT of the bill of complaint filed Aug. 3 by the Dept. of Justice in the U. S. District Court for the Northern District of Illinois, Eastern Division, against the American Federation of Musicians and nine of its officers follows:

COMPLAINT

The United States of America, by J. Albert Woll, its attorney for the Northern District of Illinois, Thurman Arnold, Assistant Attorney General, Holmes Baldridge and Victor O. Waters, Special Assistants to the Attorney General, acting under the direction of the Attorney Geenral, files this complaint against the following named defendants and complains and alleges upon information and belief:

I

DESCRIPTION OF DEFENDANTS

1. That the American Federation of Musicians, hereinafter referred to as AFM, an unincorporated association, with principal offices at 1450 Broadway, New York, is made a defendant herein; that it was organized in 1896, for the purpose of uniting all local unions of musicians in the United States and Canada, and the individual musicians forming such local unions, into one organization to protect and advance their interests; that its membership includes both employers and employees in the sense that leaders of so-called "name" bands or orchestras make contracts for and employ band members who also are members of local unions affiliated with the AFM; that its membership totals approximately 140,000 musicians at the present time, of whom not more than 50% are dependent solely upon music for a livelihood; that this membership includes virtually all musicians in the nation who perform music for compensation; that the AFM is affiliated with the American Federation of Labor;

2. That the following individuals, officers, or directors of the defendant AFM are named as defendants herein; that they are actively engaged in the management, direction, and control of the affairs and policies of the AFM, and in particular, those affairs and policies covered by this complaint, and have authorized, ordered, and done the acts constituting the offenses hereinafter charged:

James C. Petrillo, president, with offices at 1450 Broadway, New York, and at 175 West Washington St., Chicago; C. L. Bagley, vice-president, with offices at 900 Continental Bldg., Los Angeles; Fred W. Birnbach, secretary, with an office at 39 Division St., Newark N. J.; Harry E. Brenton, financial secretary-treasurer, whose residence address is Box B, Astor Station, Boston; Chauncey A. Weaver, a member of the executive committee, with an office at 325 Insurance Exchange, Des Moines; J. W. Parks, a member of the executive committee, with an office at 1105 Allen Bldg., Dallas; Oscar F. Hild, a member of the executive committee, with an office at 206 Atlas Bank Bldg., Cincinnati; A. Rex Riccardi, a member of the executive committee, with an office at 120 N. 18th St., Philadelphia; Walter M. Murdoch, a member of the executive committee, whose residence is 22 Royal York Road, North Toronto, Canada.

II

JURISDICTION AND VENUE

3. That this petition is filed and these proceedings are instituted under Section 4 of the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies," said act being known as the Sherman Antitrust Act, against the above named defendants in order to prevent violation by them, jointly and severally, as hereinafter alleged, of Section 1 of said Act;

4. That the alleged unlawful acts and violations hereinafter described, including the combination and conspiracy to restrain trade and commerce among the several States of the United States, have been and are conceived, carried out and made effective, in part, within the Northern District of Illinois, Eastern Division, and many of the unlawful acts done in pursuance thereof have been performed by the defendants and their representatives in said District; that the interstate trade and commerce involved in phonograph records, electrical transcriptions and radio broadcasting as hereinafter described, is carried on, in part, within said District; that the defendants have usual places of business in said District and there transact business and are within the jurisdiction of this Court for the purpose of service;

III

DESCRIPTION OF THE INTERSTATE TRADE AND COMMERCE INVOLVED

A.

In Phonograph Records and Electrical Transcriptions

5. That the term "phonograph record" is used herein to designate a mechanical disc upon which musical compositions are recorded or mechanically reproduced; that approximately 99% of the phonograph records manufactured and sold in the United States are manufactured by three concerns, namely, the Columbia Recording Corp., of New York, RCA Mfg. Co., of Delaware, and Decca Records, of New York; that the total sales of phonograph records by these three manufacturers approximate 100,000,000 phonograph records per year; that approximately 40,000,000 of these records are manufactured by Decca Records Inc., approximately 35,000,000 are manufactured by RCA and approximately 25,000,000 are manufactured by Columbia Recording Corp;

Record Distribution

6. That RCA Mfg. Co., and Columbia Recording Corp., sell phonograph records through jobbers, who in turn sell to dealers, who sell to users, such as radio broadcasting companies, juke box operators, and the general public; that Decca Records sell its records through 35 company-owned branches operated by Decca Distributing Corp., of New York, a wholly owned subsidiary, which in turn sell direct to dealers, who sell to users, such as radio broadcasting stations, juke box operators, and the general public; that of the total number of phonograph records manufactured and sold, approximately 80% are sold for use in the home, approximately 19% for use in juke boxes, located in hotels, restaurants, and dance halls, and approximately 1% for use by radio stations; that these phonograph records are manufactured in the States of New York, New Jersey, and Connecticut, and shipped throughout the United States;

7. That electrical transcriptions are mechanical devices upon which musical programs are recorded or mechanically reproduced for the exclusive use of radio broadcasting stations; that more than 50% of the electrical transcriptions produced in the United States are manufactured in the States of New York and California and are shipped to approximately 900 radio broadcasting stations located throughout the United States;

8. That virtually all of the phonograph records and electrical transcriptions manufactured and sold throughout the United States for any and all purposes are mechanical recordings of musical performances by members of the AFM; that such recordings are made by manufacturers of phonograph records and electrical transcriptions under licenses issued to them by the AFM; that under these licenses the manufacturers contract with various bands or orchestras and artists, members of the A. F. of M., who make recordings on a so-called "master disc" from which, in turn, thousands of reproductions are made;

9. That thousands of hotels, restaurants, and small dance halls throughout the country are dependent for music on phonograph records played in so-called "juke boxes" to satisfy their musical requirements; that they are either financially unable to hire live musicians or such musicians are not available;

10. That millions of American homes are dependent upon a steady flow of phonograph records as a means of entertainment;

B.

In Radio Broadcasting

11. That approximately 900 radio stations are licensed to operate under authority of the FCC, pursuant to the Act of Congress known as the "Communications Act of 1934"; that these stations are engaged in interstate commerce, since each is an instrumentality through which entertainment and ideas are transmitted across state lines to listeners; that each station is required to broadcast a minimum regular operating schedule of two-thirds of the hours authorized under its license; that the continued existence, success, and prosperity of a radio broadcasting station depends entirely upon the entertainment offered by it to the listening public within the range of the station's power; that music is the principal form of entertainment demanded by the radio listening public and must be offered by stations in order to retain continued interest and patronage of the radio listening public; that approximately 550 of these stations are not affiliated with any of the four national networks; that a substantial number of these stations are not financially able to employ live musicians for musical broadcasts; that in certain localities such live talent is not available even if it could be afforded; that such stations depend primarily upon the playing of phonograph records and electrical transcriptions to satisfy their musical requirements; that approximately 75% of their time on the air is devoted to the playing of phonograph records and electrical transcriptions;

12. That there has developed in the radio industry a practice which is commonly called "network broadcasting"; that by this method of operation several radio broadcasting stations are connected in a chain or network by means of leased telephone wires for the purpose of broadcasting simultaneously radio programs originating at one of the stations in the network; that this method is generally inaugurated and controlled by what is known as a "network company"; that the principal national network companies presently operating in this country are the National Broadcasting Co., the Blue Network Co., the Columbia Broadcasting System, and the Mutual Broadcasting System; that approximately 350 radio stations located in the United States are affiliated with and engaged in such network broadcasting; that only those network stations which originate network programs have control over the selection of the contents of the programs which are broadcast simultaneously by all of the stations in the network; that approximately 45% of the total time devoted to network broadcasting in this country is devoted to the broadcasting of musical compositions performed either by live talent or through electrical transcriptions and phonograph records;

IV

OFFENSES CHARGED

13. That the defendants named herein, each well knowing that the matters and things hereinbefore alleged, have been and are now engaged in the United States, and within the Northern District of Illinois, Eastern Division, in a wrongful and unlawful combination and conspiracy in restraint of the aforesaid interstate trade and commerce in phonograph records, electrical and radio broadcasting, in violation of Section 1 of the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Mo-

PETRILLO AS A CASE STUDY

From the Aug. 5 *New York Times*

THE OVERWHELMING majority of citizens rightly consider it an outrage that a private individual can and does order a school band off the air, and that he can and has ordered the country's musicians not to make records to be played over the radio or in public places. So strong is this opinion that the Department of Justice has proceeded to prosecute Mr. Petrillo for violation of the Sherman anti-trust act.

But there is still a great deal of confusion of thought about the matter. The Administration and Congress seem to be angry at Mr. Petrillo for making use of the extraordinary powers that their own policy has put into his hands.

A few persons even now seem to think that his policy is justified economically. Most of the anger that has been aroused is directly against Mr. Petrillo personally. But we cannot see this case clearly unless we see it as the perfectly logical outcome of some of the economic and labor notions and policies that have dominated the Administration in recent years.

Mr. Petrillo's edicts can be most profitably considered as a single but particularly illuminating illustration of a much wider situation.

It should hardly be necessary to point out that Mr. Petrillo's high-handed actions are indefensible from the economic standpoint. He is grossly mistaken, for example, when he assumes that if he forbids radio stations and restaurants to use records they will have to use orchestras and bands.

The net result will be simply that the public will hear less music. The small radio stations and restaurants will not be able to afford it. To the extent that the public is forced to spend money to make such arbitrarily created jobs for musicians, moreover, it will have just that much less to spend in ways that create other kinds of jobs.

The Department of Justice has correctly described certain effects

(*Continued on page 27*)

we know we're in a war!

There's plenty of war consciousness in Cleveland. It has been sowed, nourished, cultivated in many ways. And a radio show called *Cleveland At War* has helped bring it into full bloom.

Produced by WGAR and aired every Sunday afternoon, this program presents a close-up of the local war scene at a time when nearly all can listen. During the week, Director Sidney Andorn and his mobile recording crew cover the town, transcribing the stories of things our people are doing to help win the victory. It may be a thrilling tale by a local boy who served on the Lexington, or an interview with our first "WAAC", or the presentation of an Army-Navy Award to some local plant. Together with commentary and music, the actual voices of Clevelanders in the news are molded into a 30-minute program to keep Clevelanders posted and pepped on the war effort.

Home folks have worked harder since hearing the local machinist who lost a son at Wake. They have bought more bonds since tuning in the neighborhood kid who went from beating tracks across their lawns to beating down Japs over Midway. They have been more generous with U.S.O. and Red Cross since lending ear to a simple but sincere radio program, one that truly voices Cleveland's determination . . . *"we know we're in a war!"*

RADIO IN SERVICE OF HOME AND NATION

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

nopolies" (15 U.S.C.A. 1), and have conspired to do all the acts and things, and to use all means necessary and appropriate to make said restraints effective, including the means, acts and things hereinafter more particularly alleged;

Alleged Restraints

14. That for the purpose of restraining and destroying all interstate commerce in phonograph records and electrical transcriptions; of procuring, monopolizing and controlling all performances of musical entertainment; of eliminating competition entirely between so-called "transcribed" or "canned" music and music produced through live musicians, the defendants have arranged and agreed among themselves to do the following things:

(a) to prevent the manufacture and sale of all phonograph records and electrical transcriptions;

(b) to eliminate from the market all manufacturers, distributors, jobbers and retailers of phonograph records and electrical transcriptions;

(c) to prevent radio broadcasting stations from broadcasting musical compositions recorded on phonograph records and electrical transcriptions;

(d) to prevent the use of phonograph records in so-called "juke boxes" located in hotels, restaurants and dance halls;

(e) to prevent the use of phonograph records in the home;

(f) to prevent the sale of phonograph records to radio broadcasting stations and "juke box" operators by requiring manufacturers to boycott all distributors, jobbers, and retailers who sell such records to radio broadcasting stations and "juke box" operators;

(g) to eliminate all musical performances over the radio except those performed by members of the AFM;

(h) to require radio broadcasting stations to hire unnecessary "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio networks to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians;

Notice to Disc Firms

15. That for the purpose of forming and effectuating the aforesaid conspiracy, the defendants by agreement and concert of action have done the things which, as hereinbefore alleged, they conspired to do, and more particularly have done, among others, the following acts and things:

(a) On June 25, 1942, the defendant, James C. Petrillo, notified Decca Records Inc., Columbia Recording Corporation, and RCA Mfg. Co., that their licenses from the AFM for employment of its members in the making of musical recordings would expire July 31, 1942, and would not be renewed; that from and after Aug. 1, 1942, the members of the AFM would not play or contract for recordings, transcriptions, or any other form of mechanical reproduction of music;

(b) On July 16, 1942, the defendant, James C. Petrillo, notified the NBC that it must cancel the Saturday afternoon symphonic broadcasts of the high school orchestras from the National Music Camp at Interlochen, Michigan, and such demand was met. These concerts have been broadcast every summer for twelve years as a part of a national musical educational program for young musicians;

(c) On July 27, 1942, the defendant, AFM, acting through its local union, ordered all AFM bands to boycott all radio stations in Southern California affiliated with the Don Lee Broadcasting System for the purpose of forcing Radio Station KFRC of San Francisco, an affiliate of the Don Lee Broadcasting System, to hire a larger and more expensive orchestra, although no dispute of any kind existed between the AFM locals and any radio station affiliated with Don Lee Broadcasting System except Radio Station KFRC;

16. That the combination and conspiracy herein charged does not involve or grow out of any dispute concerning terms or conditions of employment; that a purpose of the conspiracy is to eliminate from the market the manufacture, sale and use of musical compositions mechanically recorded on phonograph records and electrical transcriptions unless the persons engaged in such businesses enter into agreements with the defendant union to hire such useless and unnecessary labor as the defendant union may demand; that a further purpose of said conspiracy is to exclude from the market the competition of anyone who does not exclusively employ members of the defendant union;

V

EFFECT OF THE CONSPIRACY

17. That the defendants have adopted the means and engaged in the activities aforesaid, with the intent, purpose and effect of unlawfully destroying all manufacture and sale in interstate commerce of phonograph records and electrical transcriptions; of eliminating all competition between music produced by mechanical means and music produced by live musicians; of depriving the public of an inexpensive means of entertainment over the air, in restaurants, hotels and dance halls, and in the home.

VI

PRAYER

WHEREFORE, the complainant prays:

1. That summons issue to each of the defendants demanding them to appear herein and to answer the allegations contained in this complaint and to abide by and perform such orders and decrees as the Court may make in the premises;

2. That upon final hearing of this cause the Court order, adjudge and decree that the conspiracy herein described exists and constitutes an unreasonable restraint of trade and commerce among the States in violation of Section 1 of the Sherman Act (Act of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies," 15 U.S.C.A. 1);

3. That the court grant a preliminary and a final injunction against the defendant, AFM, and each of the defendant officers and directors and all agents, employes, members, and all persons acting or claiming to act by or on behalf of the defendants, or any of them, enjoining each and all of them, and their successors from entering into any agreement, conspiracy, contract, combination, or otherwise to do the following acts and things:

(a) To prevent the manufacture and sale of phonograph records and electrical transcriptions;

(b) To eliminate from the mar-

(*Continued on page 37*)

NAB's N. Y. Office

TO HANDLE the broadcasting industry's fight against the AFM ban on recordings, the NAB is establishing New York offices at 535 Fifth Ave., under the direction of Sydney Kaye, executive vice-president of Broadcast Music Inc., and Carl Haverlin, BMI vice-president in charge of station relations. The NAB has appointed the public relations firm of Baldwin & Mermey to handle all publicity in connection with the new office.

EXCLUSIVE OUTLET for NBC in ST. LOUIS AREA

It Is 225 Miles from KSD to the Nearest NBC Station

KSD In St. Louis

FOR POWERFUL SALES STIMULATION

NBC Programs on KSD Have Been Leading in "FIRSTS" Since 1935 in All Nation-Wide Star-Program Popularity Polls

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

THANKS FOR THE LAUGH, DOCTOR GOEBBELS!

Last night, Herr Doktor Goebbels, we tuned in on one of your broadcasts. We thought we really owed you that much... since so many of *your* countrymen, these days, are listening to RCA International Stations WNBI and WRCA.

We heard your Nazi stooges objecting to the "decadent soft democracy" of America. We heard them criticising our "materialism"—the things that Americans have gained through faith and courage and sweat. Our radios. Our cars. The life-insurance that will send our kids through college. The higher standards of living which have always been the American dream.

To judge by what your Nazis *say*, you don't care much for our American ways of life.

Well, that *is* a laugh, Dr. Goebbels!

For to judge by what your Nazis *do*, you care a great deal for these things. You envy these things. You started a war in order to take them away from us.

You *will* take them away, if you win.

If you win . . .

Well, there's the rub, *Herr Doktor!* You won't win. For these material blessings (the radios that RCA used to make, for instance) symbolize a way of living that we value very highly. *So highly that we're willing to do without them*... until the job of ending *your* kind is over.

Yes, you're *very* funny, Dr. Goebbels. Perhaps very clever. But there isn't a man or woman at RCA who couldn't open your eyes to the truth.

Ask *them* if we're "soft slaves of decadence." Ask *them* if we've forgotten how to be tough!

Ask the 88% of RCA's workers who have pledged *10% or more* of their incomes for War Bonds if they feel like "slaves."

And ask the sweating night-shifts on our production-lines how "soft" they are!

BUY U. S. WAR BONDS *EVERY* PAYDAY!

RCA

BROADCAST EQUIPMENT

XLV. CENSUS OF RADIO HOMES IN THE STATE OF OHIO

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	5,883	68.2	4,013	....	....	....	2,707	76.9	2,083	3,176	60.8	1,930
Allen	20,255	93.7	18,991	13,667	96.0	13,116	3,499	92.1	3,222	3,089	85.9	2,653
Ashland	8,673	90.2	7,826	3,855	96.1	3,705	2,161	88.8	1,919	2,657	82.9	2,202
Ashtabula	19,573	91.2	17,852	10,095	95.6	9,655	4,554	92.0	4,189	4,924	81.4	4,008
Athens	12,251	81.8	10,042	4,909	92.5	4,539	4,695	76.3	3,582	2,647	72.6	1,921
Auglaize	7,931	90.8	7,200	3,214	93.8	3,014	2,084	89.8	1,871	2,633	87.9	2,315
Belmont	25,046	85.6	21,436	12,335	91.6	11,304	8,973	82.2	7,372	3,738	73.8	2,760
Brown	6,256	75.1	4,694	....	....	....	2,820	80.7	2,276	3,436	70.4	2,418
Butler	32,496	92.3	29,979	23,400	93.5	21,875	5,757	89.7	5,163	3,339	88.1	2,941
Carroll	4,726	83.1	3,928	1,208	94.9	1,146	1,391	82.2	1,144	2,127	77.0	1,638
Champaign	7,263	88.4	6,422	2,415	92.9	2,244	2,289	85.9	1,966	2,559	86.5	2,212
Clark	26,653	93.0	24,780	20,093	93.6	18,814	3,752	91.4	3,428	2,808	90.4	2,538
Clermont	9,732	83.4	8,114	....	....	....	6,004	86.3	5,181	3,728	78.7	2,933
Clinton	6,824	86.8	5,924	1,877	95.1	1,786	2,417	84.3	2,037	2,530	83.1	2,101
Columbiana	24,435	90.4	22,082	15,204	94.5	14,371	5,071	86.4	4,384	4,160	80.0	3,327
Coshocton	8,720	84.6	7,381	3,459	94.1	3,255	2,351	82.6	1,942	2,910	75.0	2,184
Crawford	10,386	91.9	9,548	6,965	94.9	6,611	1,028	84.7	871	2,393	86.3	2,066
Cuyahoga	336,519	96.2	323,878	328,004	96.3	315,713	6,688	96.4	6,446	1,827	94.1	1,719
Darke	11,145	86.7	9,663	2,416	94.0	2,270	3,532	88.1	3,113	5,197	82.4	4,280
Defiance	6,860	88.9	6,101	3,617	94.9	3,432	655	86.5	566	2,588	81.3	2,103
Delaware	7,586	87.9	6,665	2,739	92.8	2,542	1,685	85.5	1,440	3,162	84.9	2,683
Erie	12,042	93.3	11,239	7,146	96.0	6,857	3,005	89.7	2,696	1,891	89.2	1,686
Fairfield	13,274	88.2	11,712	6,243	94.2	5,879	3,539	84.7	2,998	3,492	81.2	2,835
Fayette	6,066	82.6	5,013	2,733	86.9	2,375	993	75.1	746	2,340	80.8	1,892
Franklin	105,742	95.1	100,569	90,418	95.6	86,441	11,360	92.4	10,492	3,964	91.7	3,636
Fulton	6,801	88.0	5,983	979	93.7	917	2,607	90.6	2,362	3,215	84.1	2,704
Gallia	6,051	68.3	4,144	1,617	87.5	1,415	1,399	66.9	936	3,035	59.1	1,793
Geauga	5,193	83.2	4,318	....	....	....	2,438	89.6	2,183	2,755	77.5	2,135
Greene	9,661	87.8	8,481	3,610	89.2	3,221	3,338	88.1	2,942	2,713	85.4	2,318
Guernsey	11,055	82.6	9,156	4,368	92.6	4,045	3,679	80.3	2,954	3,008	71.7	2,157
Hamilton	181,342	93.7	169,927	161,094	94.0	151,357	16,727	92.4	15,459	3,521	88.4	3,111
Hancock	11,950	92.5	11,057	6,746	95.7	6,458	1,768	89.5	1,582	3,436	87.8	3,017
Hardin	7,966	86.7	6,906	2,349	92.8	179	2,696	85.4	2,303	2,921	83.0	2,424
Harrison	5,545	81.7	4,533	843	90.7	764	2,769	85.2	2,360	1,933	72.9	1,409
Henry	6,320	88.9	5,621	1,477	95.5	1,411	1,822	90.1	1,641	3,021	85.1	2,569
Highland	8,014	82.0	6,572	2,742	90.5	2,481	1,908	76.9	1,468	3,364	78.0	2,623
Hocking	5,729	78.3	4,486	1,827	92.8	1,696	2,060	77.0	1,586	1,842	65.4	1,204
Holmes	4,532	67.5	3,063	....	....	....	1,991	83.8	1,668	2,541	54.9	1,395
Huron	9,920	91.4	9,069	4,696	95.8	4,500	2,271	89.6	2,034	2,953	85.8	2,535
Jackson	7,079	78.6	5,562	3,410	87.8	2,994	1,905	71.9	1,370	1,764	67.9	1,198
Jefferson	24,565	88.5	21,742	12,693	93.0	11,806	9,593	86.4	8,285	2,279	72.5	1,651
Knox	9,153	88.3	8,087	3,084	96.0	2,960	2,971	88.6	2,632	3,098	80.5	2,495
Lake	13,774	95.9	13,217	6,528	96.6	6,308	5,268	96.5	5,084	1,978	92.3	1,825
Lawrence	11,430	76.1	8,699	4,253	90.7	3,859	3,749	72.2	2,705	3,428	62.3	2,135
Licking	18,346	89.5	16,420	9,460	93.5	8,845	4,480	88.1	3,946	4,406	82.4	3,629
Logan	8,767	88.8	7,785	2,936	96.3	2,828	3,018	87.5	2,640	2,813	82.4	2,317
Lorain	30,228	94.3	28,497	21,478	95.5	20,517	4,876	92.8	4,524	3,874	89.2	3,456
Lucas	96,079	95.9	92,162	80,557	96.4	77,692	12,597	94.3	11,884	2,925	88.4	2,586
Madison	5,451	81.0	4,414	1,363	88.7	1,209	1,764	83.7	1,477	2,324	74.4	1,728
Mahoning	59,065	92.7	54,759	48,041	93.0	44,679	8,115	93.2	7,562	2,909	86.6	2,518
Marion	12,761	92.2	11,769	8,744	94.3	8,247	1,644	89.5	1,471	2,373	86.4	2,051
Medina	9,307	92.3	8,597	3,233	96.8	3,129	2,505	91.2	2,286	3,569	89.2	3,182
Meigs	6,708	74.9	5,019	2,041	86.9	1,774	1,846	75.4	1,391	2,821	65.7	1,854
Mercer	6,658	89.0	5,927	1,408	95.5	1,344	2,163	90.4	1,956	3,087	85.1	2,627
Miami	15,047	94.0	14,148	8,468	96.8	8,197	3,366	91.4	3,075	3,213	89.5	2,876
Monroe	4,915	67.8	3,333	....	....	....	2,021	74.2	1,500	2,894	63.3	1,833
Montgomery	82,139	95.1	78,076	63,626	95.4	60,712	13,765	95.2	13,109	4,748	89.6	4,255
Morgan	3,973	76.0	3,020	....	....	....	1,695	83.9	1,422	2,278	70.1	1,598
Morrow	4,571	83.7	3,824	....	....	....	2,039	86.2	1,757	2,532	81.6	2,067
Muskingham	19,845	89.0	17,656	10,962	92.5	10,143	5,088	88.4	4,499	3,795	79.4	3,014
Noble	4,017	68.7	2,760	....	....	....	1,660	75.3	1,250	2,357	64.1	1,510
Ottawa	6,886	91.0	6,264	1,357	96.8	1,313	3,371	92.0	3,102	2,158	85.7	1,849
Paulding	4,384	84.9	3,723	....	....	....	2,314	86.6	2,005	2,070	83.0	1,718
Perry	8,357	82.4	6,884	1,951	94.8	1,849	3,990	81.9	3,266	2,416	73.2	1,769
Pickaway	6,960	80.8	5,622	2,346	87.9	2,063	1,859	76.3	1,418	2,755	77.7	2,141
Pike	3,919	62.2	2,437	....	....	....	1,820	66.4	1,209	2,099	58.5	1,228
Portage	12,798	90.2	11,545	4,872	95.9	4,674	3,977	89.2	3,547	3,949	84.2	3,324
Preble	6,764	86.6	5,858	1,193	90.6	1,080	2,523	88.5	2,233	3,048	83.5	2,545
Putnam	6,493	88.9	5,775	....	....	....	3,259	90.5	2,950	3,234	87.3	2,825
Richland	20,050	92.6	18,570	12,707	95.9	12,188	4,077	89.7	3,658	3,266	83.4	2,724
Ross	13,095	80.2	10,516	5,755	93.0	5,355	3,356	74.8	2,509	3,984	66.6	2,652
Sandusky	11,691	92.3	10,791	6,176	95.3	5,885	2,557	92.1	2,356	2,958	86.2	2,550
Scioto	21,590	83.4	18,029	12,325	90.7	11,184	5,594	77.8	4,351	3,671	67.9	2,494
Seneca	13,205	91.2	12,047	7,756	95.1	7,373	2,120	87.1	1,847	3,329	84.9	2,827
Shelby	7,009	91.3	6,400	2,867	96.0	2,753	1,598	87.3	1,395	2,544	88.5	2,252
Stark	62,183	93.6	58,199	45,419	94.7	43,022	11,548	93.4	10,788	5,216	84.1	4,389
Summit	91,561	95.9	87,816	79,377	96.3	76,478	9,073	93.7	8,498	3,111	91.3	2,840
Trumbull	33,752	92.2	31,127	19,646	95.1	18,690	9,684	89.7	8,686	4,422	84.8	3,751
Tuscarawas	18,925	88.4	16,733	10,750	93.7	10,071	5,079	86.3	4,385	3,096	73.6	2,277
Union	5,757	87.8	5,056	1,248	95.7	1,194	1,813	85.5	1,551	2,696	85.7	2,311
Van Wert	7,667	90.7	6,956	3,569	95.6	3,412	1,281	88.0	1,128	2,817	85.8	2,416
Vinton	2,956	66.0	1,952	....	....	....	1,466	70.0	1,027	1,490	62.1	925
Warren	8,205	87.6	7,192	2,470	94.1	2,324	2,754	85.8	2,364	2,981	84.0	2,504
Washington	12,116	77.9	9,443	4,372	90.8	3,972	3,640	78.9	2,871	4,104	63.4	2,600
Wayne	13,497	86.3	11,639	5,479	95.6	5,236	3,945	85.6	3,378	4,073	74.3	3,025
Williams	7,662	90.9	6,969	2,884	96.7	2,790	1,862	91.2	1,698	2,916	85.1	2,481
Wood	14,581	91.0	13,268	4,029	94.6	3,812	5,885	91.2	5,367	4,667	87.6	4,089
Wyandot	5,439	87.3	4,747	2,055	94.7	1,946	1,108	84.1	932	2,276	82.1	1,869
State Total	1,897,796	91.7	1,739,399	1,291,248	95.1	1,227,295	338,164	87.8	296,949	268,384	80.2	215,155

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Akron	66,501	96.3	64,064
Canton	29,466	95.1	28,021
Cincinnati	135,809	93.2	126,592
Cleveland	242,267	95.3	230,980
Cleveland Heights	15,190	99.5	15,115
Columbus	83,597	95.3	79,670
Dayton	59,740	95.2	56,887
East Cleveland	12,131	99.2	12,033
Elyria	7,192	96.7	6,955
Hamilton	14,165	92.9	13,158
Lakewood	20,842	98.5	20,536
Lima	12,828	96.0	12,311
Lorain	11,325	94.8	10,733
Mansfield	10,755	95.8	10,302
Marion	8,744	94.3	8,247
Massillon	7,319	92.8	6,789
Middletown	8,340	94.1	7,847
Newark	9,460	93.5	8,845
Norwood	9,946	98.8	9,830
Portsmouth	10,865	91.2	9,909
Springfield	20,093	93.6	18,814
Steubenville	9,619	93.4	8,988
Toledo	79,341	96.5	76,529
Warren	11,249	96.3	10,835
Youngstown	41,197	93.6	38,562
Zanesville	10,962	92.5	10,143

YOUNGSTOWN, OHIO

* Figures supplied by PRINTER'S INK & U. S. Bureau of Census

3rd market in Ohio*
35th market of the U. S.*
Your advertising campaign is not complete without Youngstown and WFMJ

BASIC
MUTUAL NET

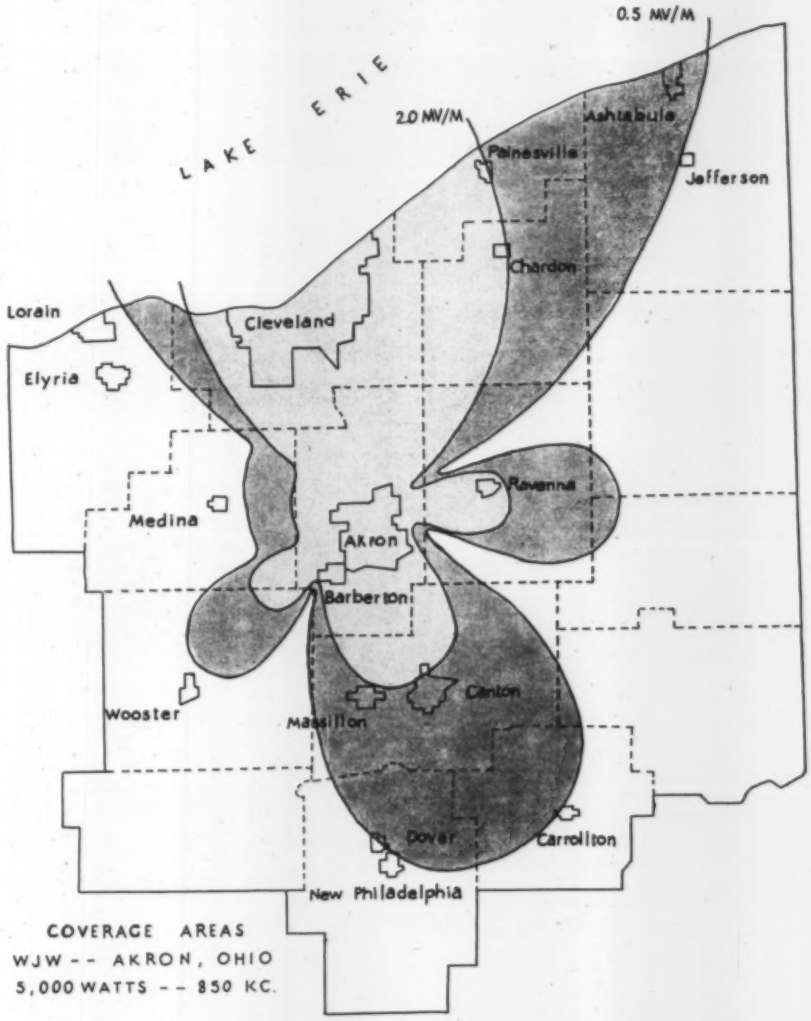
WJW

The Voice of Akron

5000 WATTS
850 KC

BILL O'NEIL, president

OHIO'S ONLY 24-HOUR STATION



AKRON'S BEST RADIO BUY

- Greatest coverage
- Lowest rates
- Most experienced staff
- Most complete merchandising service
- Two news services (INS and UP)
- Only station with local news reporter
- Only station originating network news commentator
- Akron's widest sports coverage

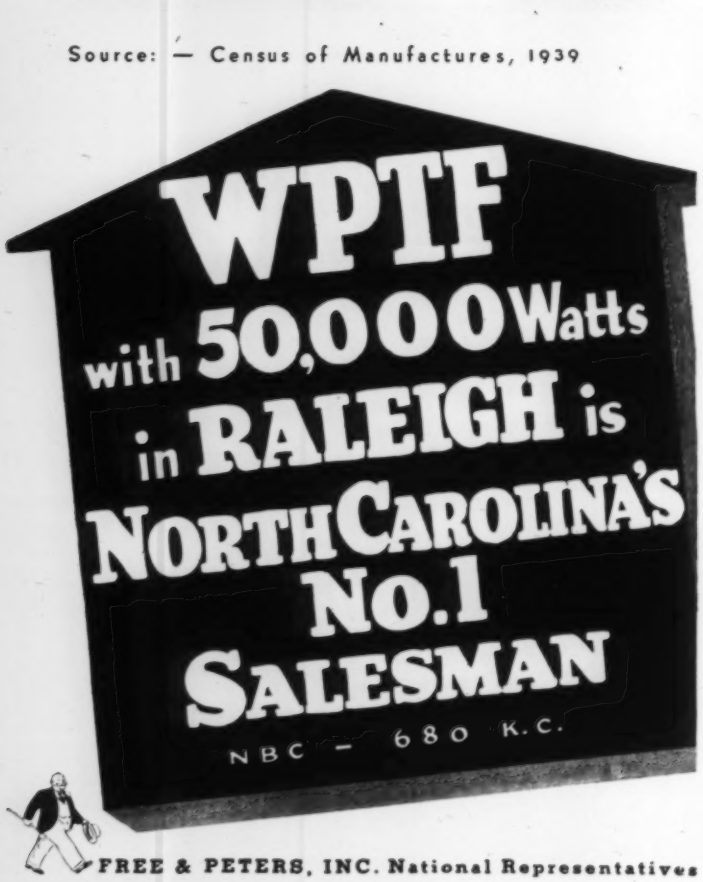
For complete information regarding WJW and the Akron-Cleveland market, contact any Headley-Reed office or write Radio Station WJW direct.

VALUE of MANUFACTURED PRODUCTS

NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES

Source: — Census of Manufactures, 1939



FREE & PETERS, INC. National Representatives

Merchandising & Promotion

Notarized Summaries—Trade Characters—Citrus Vitamins
Ash Trays—Star Maps

CERTIFIED Promotion report of KDAL, Duluth, Minn., its 125th, was sent out last week by the station. The unusual method of reports lists promotional activities on KDAL programs along with samples of the publicity being given various accounts. The title page of each report is followed by a certification page, complete with blue ribbons and a notary public seal and signature.

* * *

Elephant and Lamb

PROCTER & GAMBLE Co., Cincinnati, in its current campaign for Chipso is basing copy on two new trade characters, an elephant Tuffy, representing Chipso's "husky washing powder," and a lamb Fluffy for Chipso's "flake-soap safety." In addition to newspaper promotion, the figures representing Chipso's qualities appear in commercials on *Pepper Young's Family*, five times weekly serial heard on NBC and CBS. Agency is Pedlar & Ryan, New York.

* * *

Contest Extended

WAR SONG CONTEST sponsored jointly by WOR, New York, and Warner Brothers in a promotional tie-in for the film "Yankee Doodle Dandee," [BROADCASTING, July 6] has been extended thru mid-August, due to the continued influx of entries. Since the contest began, 247 songs have been received from 56 cities and communities from as far away as Seattle.

* * *

Persian Limes

WARM weather gesture of WQAM, Miami, Fla., is the distribution of cartons of large Persian limes to agency executives. In an accompanying letter terming the limes as "Vitamin PL," Norman MacKay states that the vitamins in iced tea or mixed drinks should help to sustain the recipient's morale.

* * *

Ash Trays

CERAMIC ASH TRAY imprinted with call letters, frequency and wattage of WSBA, York, Pa., is an introductory promotion piece being used by the new station.

Street Maps

A MAP of New York and New Jersey streets bearing names similar to those of movie stars is being prepared by Bill Berns, Hollywood news commentator, thru the help of listeners to his daily show on WNEW, New York, *The Movie Camera Turns*. A copy of the completed map will go to each star whose name appears, and to each listener who helped compile the list.

BROCHURES

BLUE—large white broadside "Egad, I'm on the BLUE!" containing illustrations and sample comics to promote the weekly *Major Hoople* series on the network.

KIRO, Seattle—Six-page brochure on its five-weekly quarter-hour *Housewives Inc.*

ROCKHILL Radio Productions, New York—Folder describing *Sons of Freedom* series now on WRC, Washington.

RADIO Sales—"Nine Ways to Make Money . . ." telling the story of local programs on eight stations and a regional network, operated by CBS and represented by Radio Sales, to show advertisers the advantages of live-talent spot programs.

KDKA, Pittsburgh—Using rationing for trends in giving facts on KDKA coverage.

WINN, Louisville—Folder promoting BLUE series, *This Nation At War*. It describes the station's methods of increasing the listener audience.

KNX, Los Angeles—A 10-page booklet that kicks a few kinks into the theory that "nobody listens in the summer—they're away on vacation."

STANDARD RADIO—Two-fold mail piece titled "How to Win Audiences."

'Steelmakers' Scrub Team

WHEN *Musical Steelmakers* is resumed by Wheeling Steel Corp., as a regular Sunday series on BLUE in the fall, the show will have an auxiliary orchestra from which replacements will be drawn to fill vacancies in the regular band created by the draft and enlistments. The reserve band known as "The Bush League Steelmakers," is made up of yougsters below the draft age, who are employes, or members of employe families of the show's sponsor.

DETROIT'S LEADING INDEPENDENT STATION

WJBK

Serving an ever-increasing number of exacting national advertisers . . . because with WJBK they get results.

WJBK

250 WATTS . . . 24 HOURS A DAY

TEXAS NET GAINS contract with Burrus Mills for a series of 15-minute newscasts featuring Norton McGiffin keyed thru WBAP, Fort Worth. Rowland Broiles, Fort Worth agency head, signs the contract as Roy Bacus (left seated), commercial manager of the station looks on. Standing (l to r) are George Cranston, WBAP manager, and Mr. McGiffin. Program will be heard at 12:15 p.m. Monday thru Friday over WBAP, WOAI, San Antonio; KPRC, Houston, and WFAA, Dallas.

TWENTY-YEAR CLUB BOOKLETS PLANNED

IN CONNECTION with the Twenty Year Club, H. V. Kaltenborn, NBC news analyst, who organized the group for persons associated with radio for 20 years or longer, is planning to issue a booklet containing the names and biographies of the 47 charter members of the club. All received certificates of membership and silver emblems at a banquet by NBC this spring in honor of Mr. Kaltenborn's 20th year.

Those who have already qualified for membership in the club are:

Campbell Arnoux, WTAR, Norfolk; A. L. Ashby, NBC; Charles R. Bickerton, KDKA, Pittsburgh; Quincy A. Brackett, WSPR, Springfield, Mass.; E. L. Bragdon, NBC; Bertha Brainard, NBC; George M. Burbach, KSD, St. Louis; Phillips Carlin, BLUE; Milton J. Cross, NBC and BLUE; A. Dinsdale, WATN, Watertown, N. Y.; Dr. Franklin Dunham, formerly NBC; Walter C. Evans, Westinghouse Radio Stations; Leo J. Fitzpatrick, WJR, Detroit; Gerald Gray, NBC; Helen Guy, BLUE; Raymond Guy, NBC; Kolin Hager, WGY, Schenectady; George D. Hay, WSM, Nashville; William S. Hedges, NBC; Dr. Charles Hodges, WOR, New York; George H. Jaspert, WPAT, Paterson, N. J.; Henry Ladner, NBC; Edward B. Landon, KDKA.

Alfred J. McCosker, MBS; George McElrath, NBC; W. T. Meenam, WGY; Lester F. Miles, BLUE; A. H. Morton, National Concert and Artists Corp.; Dwight A. Myer, KDKA; J. R. Poppele, WOR; W. J. Purcell, WGY; Joe Rines, BLUE; Samuel L. Ross, NCAC; David Sarnoff, RCA; John G. Slade, Fort Hamilton Broadcasting Co., Hamilton, Ohio; Daniel N. Stair, BLUE; George F. E. Story, WTAG, Worcester; Raymond J. Swanecamp, NBC; Monique Thomas, Seattle; Neal Tomy, WJR; Norman Tyson, NBC; C. D. Wagoner, General Electric; John H. Winheimer, New England Tel. & Tel. Co.; Wilson J. Wetherbee, Capitol Bestg. Corp.; Edmund Whittaker, NBC; Mark Woods, BLUE.

Petrillo: Case Study

(Continued from page 20)

of Mr. Petrillo's policy as follows: "(1) in times of unemployment it forces employers and the consuming public to pay for a private system of unemployment relief, and (2) in times of rising employment it relieves members of the union from the competitive necessity of learning how to do a different kind of job."

The department might have gone farther, and pointed out that it reduces the income of the ablest and most talented musicians (by preventing them from making or getting the full use of recordings), in the hope of forcing the employment of less talented or inferior musicians. It would also lower the average quality as well as quantity of music heard by the American public.

In prosecuting Mr. Petrillo under the Sherman anti-trust act, the Department of Justice starts with two strikes agains it. Almost the whole previous strength of the executive, legislative and judicial arms of the Government has been on the side of Mr. Petrillo. The Supreme Court has decided that labor unions enjoy sweeping immunities from anti-trust acts and from the Federal Anti-Racketeering Act. It has validated previous conspiracies in restraint of trade when committed by unions. Congress has lacked the courage to change the law, and the Administration has stood in the way even of such changes as the House wished to make.

Indignation against Mr. Petrillo will be stupid or hypocritical unless it recognizes the need for changing the state of law that makes possible the kind of irresponsible private dictatorship that he represents. The special immunity of labor unions from the anti-trust laws and the anti-racketeering laws must be removed. Labor unions which receive compulsory recognition under the Wagner act must be forced to conduct their affairs democratically and responsibly.

They must be prohibited from making arbitrary exclusions from membership, or from charging excessive initiation fees and dues. They must have regular and unintimidated elections of officers. They must make their finances public and be subject to audit. They must not be permitted to force the "employment" of men, such as "standby" orchestras, who are not needed and who do not work.

Only when such changes have been made in the law will the Government be able to restrain union bosses of the Petrillo type. If the Administration is powerless to stop Mr. Petrillo, it is only because it has made itself powerless.

Classification

1A

First call comes to those best fitted for service. Whether the pursuit be military or commercial, preference is the result of selective processes.

WOAI—operating with 50,000 watts on a clear channel and able to deliver service over an extended area—is the only station in Central and South Texas officially classified in 1 A by the Federal Communications Commission!

This 1 A rating, plus an unbeatable array of national, regional and local programs, give WOAI's advertisers more than double the listeners per dollar spent over the second station in this prime market.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI
San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Purely PROGRAMS

LIES of German propaganda are exposed in *Our Secret Weapon*, CBS weekly series, whose title represents truth — "secret weapon of all peoples fighting for the democratic way of life." Nazi propaganda directed at this country is analyzed by the CBS shortwave listening post, with Rex Stout, author, chairman of the Writers' War Board and Freedom House representative, serving as "lie detective." Bob Trout, CBS correspondent in London, reveals contradictory utterances released to the German people. *Our Secret Weapon* is directed by John Dietz and produced by Paul White, CBS director of news broadcasts.

* * *

Home News

BECAUSE OF DIFFICULTY in getting proper distribution for its consumer publication, British Columbia Electric Railway Co. Ltd., Vancouver, has started on alternate days on CJOR and CKWX, Vancouver, a morning *Home Service News* featuring conservation of electric and gas appliances, nutrition value in wartime, news about women's patriotic organizations, war savings, and similar items. Account was placed by Gourlay Adv. Agency, Vancouver.

* * *

Bible Readings

TO MEET the religious needs of a war-torn world, MBS on Aug. 10 starts a five-weekly series of readings from Scripture, titled *Bill Hay Reads the Bible*. Known to radio listeners as the announcer of *Amos 'n Andy* on CBS for the past 12 years, Billy Hay started reading Bible excerpts on the air to carry on the program while the two comedians took their first vacation. Originating at KHJ, Los Angeles, the MBS series is available for local sponsorship.

* * *

Our New Citizens

SCHENECTADY war workers born in various of the United Nations discuss their ideals as American citizens in a new war-service program *Workers of The United Nations* on WGY, Schenectady, Fridays at 5:45 p.m. The first speaker was a native of Poland and recently the past president of the Norwegian Technical Society took part.

* * *

Singing in the Park

WEEKLY community sings in Seattle Parks are being sponsored and broadcast each Sunday, 4 to 4:30 p.m., by KIRO, Seattle. Cooperating jointly in the project are the Seattle Park Dept., Musicians' Assn. of Seattle and neighborhood newspapers.

* * *

How To Fight

CAR POOLING, salvage, war savings and any phase dealing with the war effort is the format of *Ya Wanta Fight?—Here's How*, quarter-hour of WSB, Atlanta, conducted by Beth Barnes.

Hollywood Bowl Concerts

CURRENT Hollywood Bowl symphonic concerts, through cooperation of Southern California Symphony Assn., and Los Angeles Musicians' Protective Assn., are being transcribed nightly by engineers of CBS, Hollywood, for shortwaving to American expeditionary forces. Recordings are sent to San Francisco for re-broadcast to the Pacific area and then flown to New York and, through cooperation of the Office of War Information, shortwaved to South America. They are later sent by bomber to London for release via shortwave to Europe.

* * *

Hello, Philly

PERSONAL MESSAGES of soldiers at Fort Knox, Ky., whose homes are in the metropolitan Philadelphia area, are transcribed on the spot by WIP, Philadelphia, to provide material for a new series of army shows, titled *Hello, Back Home*. Started Aug. 6 and continuing each week, the program brings to the folks back home an intimate glimpse of Army camp life and personal messages.

* * *

War Jobs

HELP WANTED advertising for war plants has been started by CFRB, Toronto, for the National Steel Car Co. Ltd., aircraft division. The copy lists men and women specialists needed and working conditions at the plant, as well as address and phone number of the Toronto Aircraft Employment Bureau. Account was placed by Ronalds Adv. Agency Ltd., Toronto.

* * *

Consolidated Facts

FACTS released by all the government agencies dealing with the war effort and present conditions are consolidated into the morning *Something To Go By* program of KTFI, Twin Falls, Ida.

* * *

Cheers and Jeers

PLAUDITS and gripes alike of listeners are read on weekly *Postman's Whistle* of KSAL, Salina Kan. Fans are invited to send all criticism, whether good or bad.

SELFRIDGE SALUTE, weekly military show of WJR, Detroit, emanating from Selfridge Field, Mich., is ready to go on the air. Left to right, are Sgt. Donn Chown, former WJR announcer and "air base reported" on the show; Larry Pavne, director of military programs for the station and producer of the show, and Pvt. 1st class Richard Locke, formerly with Russel M. Seeds Adv., Chicago, co-producer of the show. A large number of talented performers have been uncovered in production of the show.

* * *

Rackets

WASHINGTON housewives are warned of rackets currently being worked in the crowded national capital, and advised how best to cooperate with the Office of Price Administration and other agencies protecting their interests, by a new series, *Better Watch Out*, on WWDC, Washington. Mrs. Sally Muchmore of the Washington Better Business Bureau conducts the program.

* * *

War Worker Items

WAR PLANT workers are the subject of *Salute to Industry*, thrice-weekly half-hour program on WIND, Chicago-Gary, as a regular feature of its all-night *Nite Watch* broadcasts. News of workers in a specific plant in the Chicago area, activities of the plant not subject to censorship and music chosen by the workers in the plant being honored make up each program.

* * *

For Farmers' Swaps

A SWAP program, *The Trading Post of the Air*, has started by WJTN, Jamestown, N. Y., sponsored weekly by a local milling company. Program is slanted toward farmers and among transactions completed thus far was the sale of a farm.

WIAC

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P. R.

It Happened
TEN YEARS AGO THIS MONTH

From the 1932 files of BROADCASTING

A TENTATIVE budget of $300,000—two-thirds to be allocated for network broadcasting and one-third for the purchase of spot time over independent stations—has been set aside by the Republicans for the radio phases of the 1932 national Presidential campaign. Democrats have not yet fixed their radio budget, but preliminary to laying radio plans have appointed Herbert L. Pettey, a native of Kansas City, who has been with the RCA Victor Co. in its photophone division for the last three years, as their radio director.

•

LEFT WITH no alternative, the broadcasting industry has accepted "under protest" the percentage formula of ASCAP, fixing the payment of royalties for the right to perform the copyrighted music it controls. Drastic revisions upward of the present scale become effective Sept. 1 for all stations with more than 500 watts power and Oct. 1 for all others.

•

PREDICTION that international broadcasting would become a regular commercial service shortly, was made by RCA Communications Inc., with the announcement that it had completed setting up facilities for handling programs between the United States and countries in the four corners of the globe.

•

PINCHED BY the economy wave, President Hoover has appointed a small delegation to represent the United States at the International Radio Conference at Madrid Sept. 3, at which the battle for opening up the long waves for broadcasting will be fought. Acting Chairman E. O. Sykes of the Radio Commission was named chairman of the delegation. Dr. C. B. Jolliffe, Commission chief engineer. Walter Lichtenstein, executive secretary of the First National Bank of Chicago, and Dr. Irvin Stewart, radio expert of the State Department, were appointed delegates.

•

RCA VICTOR Co., has announced production of the "velocity microphone", a radical new pick-up system which discards diaphragm and possesses marked directional and fidelity characteristics.

•

KSL, Salt Lake City, on Sept. 1 will relinquish its NBC affiliation to join the CBS network, it is announced by CBS President Paley. S. S. Fox and Philip G. Lasky, owner and manager, respectively, of KDYL, were in San Francisco in mid-August to arrange for the shift of that station from CBS to NBC.

•

IDENTICAL applications of four regional stations on 940 kc. for horizontal increases in power from 1,000 to 5,000 watts, were denied Aug. 12 by the Radio Commission, Commissioner Lafount dissenting. The stations are WCSH, Portland, Me.; KOIN, Portland, Ore.; WDAY, Fargo, N. D., and WFIW, Hopkinsville, Ky.

•

THE NUMISMATIC Co., Fort Worth, plans to use radio along with other media in a campaign to stimulate interest in coin collections. Guenther-Bradford & Co., Chicago handles the account.

•

LAWRENCE W. LOWMAN, CBS vice-president, was married Aug. 20 to Mrs. Kathleen Vanderbilt Cushing, daughter of the late Reginald C. Vanderbilt and divorced wife of Harry C. Cushing, New York broker. On the same day they sailed for Europe on the *Ile de France* on their honeymoon.

HAROLD JACKSON, NBC engineer, and Edna Cunningham, of the *Chicagoettes* radio team, have announced their marriage.

•

WILLARD EGOLF, formerly with the Rogers-Gano Agency, Tulsa, has been named commercial manager of KVOO, Tulsa.

•

HOWARD C. LUTTGENS, NBC Chicago division engineer, this month was host to Tetsuro Yoshido of the Japanese Department of Communications and Yoshikiko Tokata, chief engineer for the Broadcasting Corp. of Japan.

•

LLOYD E. YODER, NBC press relations manager in San Francisco, and onetime Carnegie Tech All-American football star, has been elected secretary of the Pacific Coast Association of Football Officials.

THE ENGAGEMENT of Stanley E. Hubbard, manager of KSTP, St. Paul, and Miss Didrikke Stub, daughter of the Rev. H. G. Stub, of the Central Lutheran Church, Minneapolis, was announced by Miss Stub's father Aug. 14. The wedding will take place Sept. 15.

•

KOLIN HAGER and David Buttolph, manager and musical director respectively of WGY, Schenectady, have collaborated in the composition of "Theme Song Blues", a comedy presentation of radio theme songs familiar to all listeners.

•

CALL letters of KFJF, Oklahoma City, have been changed to KOMA, by authority of the Federal Radio Commission.

WNEW Band Poll

THE 13th Semi-Annual Orchestra Popularity Poll conducted by Martin Block, m.c. of WNEW, New York, drew 289,027 votes—the largest number to be cast in the seven-year history of the contest. Winner of the poll, conducted on *Make-Believe Ballroom*, Block's recorded music show, was Harry James, followed by Glenn Miller, Tommy Dorsey, Jimmy Dorsey and others.

Bond Plugs In German In New York Criticized

GERMAN language broadcasts from New York City stations are interfering with War Bond sales and similar projects, and giving comfort to "The Nazi Enemy", according to an organization called "Loyal Americans of German Descent", in a letter to FCC Chairman Fly.

The group, headed by Dr. George N. Shuster, president of Hunter College, claims that these German language broadcasts follow War Bond plugs with suggestions that money might be more wisely spent on furniture and jewelry, or with German tunes, the text of which advise the German listener to *Take It Easy*.

WALTER WHITE Jr., whose weekly social service series, *Nobody's Children*, is now in its fourth year on MBS, takes the part of an American farmer in "This Precious Freedom," radio play by Arch Oboler, playwright, now being adapted into a movie by General Motors Co., Detroit.

THE GREATEST PERSONALITIES IN SPORTS are heard regularly on WGN

IN ONE WEEK

(July 20-26th), WGN presented six of the outstanding sports figures in America:

CONNIE MACK
Manager of the Philadelphia Athletics

TED WILLIAMS
Batting Champ of the American League

EDDIE ARCARO
America's No. 1 Jockey

BYRON NELSON
Winner of Tam o' Shanter Open

MARVIN (BUD) WARD
Accepted Amateur Champion, 1942

PAT ABBOTT
Western Amateur Golf Champ

THIS IS ANOTHER REASON WHY RADIO LISTENERS IN CHICAGO AND THRUOUT THE MIDDLE WEST TURN FIRST TO WGN.

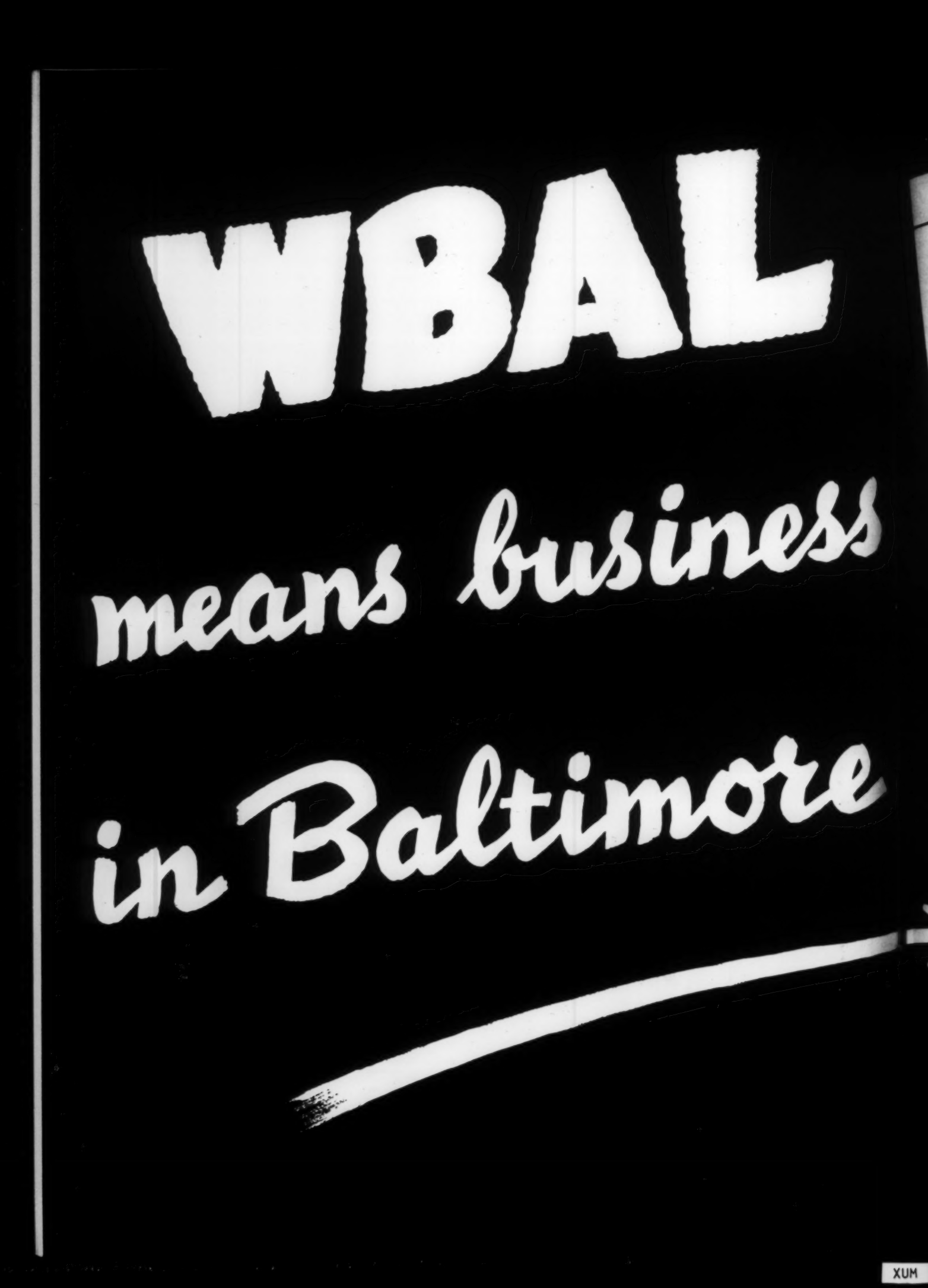
A Clear Channel Station

50,000 Watts — 720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.


WBAL
means business
in Baltimore

50,000 WATTS gives WBAL overwhelming leadership in the booming BALTIMORE MARKET and throughout the entire CENTRAL ATLANTIC STATES

NATIONALLY REPRESENTED BY
Edward Petry & Co., Inc.

ONE OF AMERICA'S GREAT RADIO STATIONS

BALTIMORE
WBAL

(Established 1925)

BASIC RED NETWORK

Rates effective May 15, 1942. (Card No. 17.)
Owned and operated by The WBAL Broadcasting Company
Business Office and Studio—Lexington Building, Baltimore, Maryland, Lexington 4900.
Note: Address correspondence to Station WBAL, P.O. Box 867, Baltimore, Maryland.
Transmitter—Winans Road, Pikesville, Maryland.

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
275.2 meters; 1090 kilocycles.
Licensed to operate on cleared channel.
Operates on Eastern War Time.
Actual operating schedule: Sunday 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% allowed recognized advertising agencies on station time charges provided payment is made before the 15th of month following broadcast. No cash discounts. All invoices rendered weekly, payable at face, when rendered. Short rate billing rendered if frequency rate is not earned.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Red Network).

ENTERTAINMENT PROGRAMS

Program periods longer than one hour proportionate part of hour rate charged.
Program periods and announcements are not allowed to be bulked to earn frequency rate.

(6:00 p.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	30 words
1 time....	440.00	265.00	175.00	85.00	63.00	45.00
13 times..	429.00	258.38	170.63	82.88	63.38	43.88
26 times..	418.00	251.75	166.25	80.75	61.75	42.75
52 times..	407.00	245.13	161.88	78.63	60.13	41.63
65 times..	396.00	238.50	157.50	76.50	58.50	40.50
130 times..	385.00	231.88	153.13	74.38	56.88	39.38
156 times..	363.00	218.63	144.38	70.13	53.63	37.13
260 times..	352.00	212.00	140.00	68.00	52.00	36.00
312 times..	330.00	198.75	131.25	63.75	48.75	33.75
468 times..	308.00	185.50	122.50	59.50	45.50	31.50
624 or more times.....	286.00	172.25	113.75	55.25	42.25	29.25

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1 time....	220.00	132.50	87.50	42.50	32.50	22.50
13 times..	214.50	129.19	85.31	41.44	31.69	21.94
26 times..	209.00	125.88	83.13	40.38	30.88	21.38
52 times..	203.50	122.56	80.94	39.31	30.06	20.81
65 times..	198.00	119.25	78.75	38.25	29.25	20.25
130 times..	192.50	115.94	76.56	37.19	28.44	19.69
156 times..	181.50	109.31	72.19	35.06	26.81	18.56
260 times..	176.00	106.00	70.00	34.00	26.00	18.00
312 times..	165.00	99.38	65.63	31.88	24.38	16.88
468 times..	154.00	92.75	61.25	29.75	22.75	15.75
624 or more times.....	143.00	86.13	56.88	27.63	21.13	14.63

(11:00 p.m. to 9:00 a.m.)

1 time....	110.00	66.25	43.75	42.50	32.50	22.50
13 times..	107.25	64.59	42.66	41.44	31.69	21.94
26 times..	104.50	62.94	41.56	40.38	30.88	21.38
52 times..	101.75	61.28	40.47	39.31	30.06	20.81
65 times..	99.00	59.63	39.38	38.25	29.25	20.25
130 times..	96.25	57.97	38.28	37.19	28.44	19.69
156 times..	90.75	54.66	36.09	35.06	26.81	18.56
260 times..	88.00	53.00	35.00	34.00	26.00	18.00
312 times..	82.50	49.69	32.81	31.88	24.38	16.88
468 times..	77.00	46.38	30.63	29.75	22.75	15.75
624 or more times....	71.50	43.06	28.44	27.63	21.13	14.63

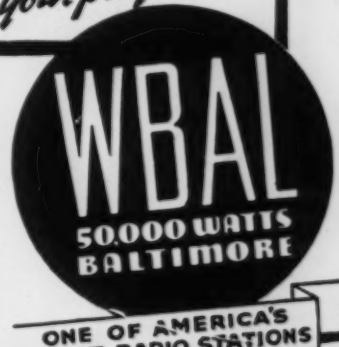
(*) One minute transcription or 100 words.

Individual station breaks may be bought subject to move in the event another advertiser buys station breaks six or seven days weekly "across the board." Individual one minute transcriptions or 100 word announcements may be bought subject to move in the event another advertiser buys one minute transcription or 100 words five or more days weekly "across the board."

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice.

Full page ads
EVERY WEEK
in the
BALTIMORE NEWS-POST
(largest evening circulation in the south)
plus
WEEKLY ADVERTISEMENTS
in 14 cities throughout the
CENTRAL ATLANTIC STATES
plus
"BUSINESS in BALTIMORE"
WBAL's
great trade publication going to your retailers and wholesalers
all promoting your programs!



ONE OF AMERICA'S GREAT RADIO STATIONS

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

Subscription Price: $5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

Radio's War Aims

RADIO'S OWN war aims can be stated quite simply:

1. To exert every human effort and every physical facility toward victory over the common enemy.

2. To maintain and heighten the morale of both our fighting forces and the home front—to keep 'em smiling, even laughing, while yet impressing upon them the grim purposes and the vital realities of this war.

3. To operate plant, maintain personnel and conduct business in the best interests of country, of audience and of the American broadcasting system's social and economic integrity.

Today, nothing else matters.

Time For a Showdown

SO CAESAR decides to call out his legions?

So what?

Suppose the estimable James Caesar Petrillo did call a strike against the networks if they persisted in piping music to affiliates unable to come to agreements with particular AFM locals. Suppose then the networks told Petrillo to go to. Suppose they used non-card-holding bandsmen, amateur orchestras and instrumentalists—and even phonograph records and transcriptions. What then?

It is our guess that—the temper of the public being what it is, not to mention that of the Government officials concerned, the radio industry and the press, all aroused over Petrillo's latest rampage—it would be only a matter of a short time before AFM would suffer the fate of ASCAP. In fact, there are some who believe that radio's cards are now better stacked against Petrillo's one-man show than they were against ASCAP a few years ago. His life-and-death grip over the broadcasting industry, his "made work" requirements, his percentage-of-gross demands upon radio finance, his insistence upon the right to audit radio's books—all could be broken at one fell swoop.

For it is a well-known fact that many of his own membership don't like his dictatorial methods, let alone the "constitutional" setup of AFM which makes him its supreme arbiter subject only to his own will or whim. And it is an even more obvious fact that the public, which we believe has been better informed by an outraged press on the current situation than by radio itself, is entirely on radio's side.

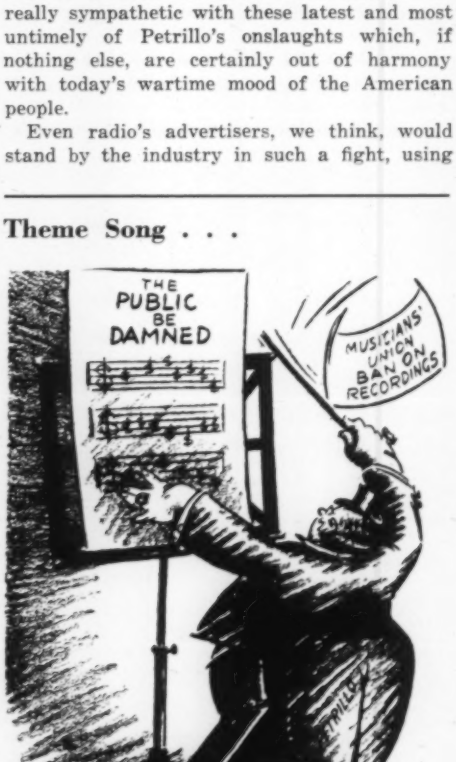
His argument, for example, for pulling the plug on Dr. Maddy's Interlochen Camp broadcast, as employing "paying" amateurs, is but a sample of the vapidity and futility of his case. Not only the parents of the kids but the whole country recognizes it clearly; he might as well call a YMCA or a Boy Scout camp "professional" or a displacement of professionals, as indeed he once did when Boy Scout buglers were prohibited from playing a fanfare at a Chinese relief affair in Chicago.

The time has come for a showdown with Petrillo—on a second front, if you please, in which salient sectors are the present Dept. of Justice proceeding, the indignation of public and press, the wholehearted support of key Government officials like FCC-BWC Chairman James Lawrence Fly, OWI Director Elmer Davis, Assistant Attorney General Thurman Arnold.

It is inconceivable that AFL leaders are really sympathetic with these latest and most untimely of Petrillo's onslaughts which, if nothing else, are certainly out of harmony with today's wartime mood of the American people.

Even radio's advertisers, we think, would stand by the industry in such a fight, using discs and what non-affiliated and dissident musical talent that can be made avilable. There are plenty of musicians who would desert Petrillo at the first instant, many more if they saw that radio really meant to fight it through. And the networks' self-imposed prohibition against recordings and transcriptions, under the circumstance, could readily be set aside for the duration of this music war.

It takes guts, but so do a lot of more important things in today's embattled world.

Theme Song . . .

Talburt in Scripps Howard Newspapers

Guestitorial

FROM THE INSIDE LOOKING OUT

By Billy L. Bennett
WKBZ, Muskegon, Mich.

MR. LITTELL'S article in *Reader's Digest* on radio advertising contained considerable truth; but one would hardly expect to accept his statements wholeheartedly—based, as they are, on his own convictions and on what a scant 100 nameless people seem to think. It must be pointed out, too, that, in any quiz—official or private, nationwide or limited to a narrow group—the way a question is put makes a world of difference in the way it is answered.

Aside from the fact that *Reader's Digest* gave the results of that indefinite survey far

(*Continued on page 42*)

Gone Too Far!

IT'S ABOUT time broadcasters take seriously some of the cracks that are poked at them in fun—fun with a motive.

Overworked, perhaps deliberately, are the jibes about the announcer who allegedly tips off the platter with "And now here is Kay Kyser about to drop his baton as he smilingly gets his handsome crew of saxophoners on edge for his rendition of Jingle Jangles."

Typical of the stuff fed to the public by some periodicals is a cartoon in a recent *Saturday Evening Post*, showing a frantic announcer rushing toward a turntable. The caption says, "—and now Bing Crosby is coming into the studio—coming into the studio—coming into the studio—coming into the studio—".

Anti-radio jibes have been going on since the beginning of broadcasting. Unquestionably those early days were marked by frequent stretching of the truth. But few serious observers would assert today that broadcast stations deliberately try to mislead the audience into believing that a big-name act is actually in the studio when the rendition comes from a platter.

The harrassed announcer, trying to brighten his program of recordings, may add personal touches about the performers. And he may overdo it a bit. But nobody will make the direct charge that broadcast stations fail to announce frequently and clearly that recordings are recordings, as required by regulations. After all, the FCC rules are quite clear on the subject and stations realize that any transgressions would quickly reach the stern hand of that regulatory body. There have been no penalties and no citations by the authorities on that score for years.

While the industry is showing aggressiveness in the anti-Petrillo fight, it might exert a modicum of its energies to a campaign to squelch propaganda campaigns aginst radio.

We Pay Our Respects To —

IRWIN ALOIS OLIAN

ON THE 14th floor of the Ambassador Building in St. Louis, are spacious offices of the Olian Advertising Company which had their origin in a hobby. Early in life, Irwin A. Olian developed the habit of analytical reading—and has made it pay dividends.

That's the secret of his subsequent success—analysis. Through formative years which took him to the U of Michigan in 1923, Olian experimented with words, sentences, paragraphs, pages and during his college career developed the hobby which persists to this day: classifying ideas as he reads them; making his mind an idea and phrase index.

This fondness for words and their uses led him to the School of Journalism in Ann Arbor. Then 20, he had decided upon a career in either this field or advertising. As it turned out, he has enjoyed success in both.

Now, this accent on study smacks of the bookworm. Quite on the contrary, Irwin Olian found plenty of time to be a "regular"—won the captaincy of the University tennis team, a row of cups, assorted block letters and other coveted campus honors.

Born in St. Louis Dec. 19, 1906, he attended schools there and received his degree from Michigan in 1927. Upon graduation, he received an offer from *Liberty* magazine. This post engaged his attention for the next four years. Then convalescence from an operation in St. Louis brought about a decision to remain in that city. He became assistant manager of promotional advertising for Famous-Barr, one of the city's great department stores, for three more resultful years. Next his name was found on the stationery of the Gardner Advertising Co. for another three-year period. The next upward rung in the ladder was a return engagement in 1939 with Famous-Barr—this time as boss of institutional advertising.

Irwin Olian's story, as you have noticed, has as its main theme concentration upon words and thoughts and their useful classification. And what is his pet topic? "Genius in advertising". He delights in debunking it!

"Advertising ideas are made, not born," he declares. "No need for rumpled hair, hangover, and waiting for the lightning to strike. Advertising ideas can be manufactured. Yes, I said 'manufactured' by cold analytical processes." Let his company's accounts bear out this observation—National Waste Paper Conservation Campaign, Columbia Brewing Co. (Alpen Bran Beer), General Grocer Co. (American Lady and Topmost foods), Alton Box Board Co., Edison Bros. Shoe Co., Dixcel Gasoline, Glen Echo Wine, Union-May-Stern.

Get bachelor Irwin Olian talking about effective use of abbreviations in a publicity campaign; get him discussing the transition of visual advertising to broadcast technique. He'll talk straight from the shoulder! And get him seated at the Steinway—he knows how to mix those 88 notes just as he does those scores of classified ideas which serve his clients so well.

Howard P. Dimon

HOWARD P. DIMON, for 15 years theatrical and radio editor of the *Atlantic City Press Union*, died suddenly of a heart attack while enroute to a Boardwalk theatre last Tuesday. Mr. Dimon was 65, and previously had been a clerk at Traymore Hotel for 5 years, ran the Old Colony Club for 10 years, and owned a Boardwalk bookshop for five.

KBON Names Executives

PAUL R. FRY has been named business manager of KBON, Omaha. Marie Maher will be station director. Mr. Fry, former promotion manager, formerly was with KOWH, Omaha and the Omaha *World-Herald* in sales and promotional work. Mrs. Maher has been in radio and newspaper work for the past ten years.

Personal NOTES

ALLEN J. DeCASTRO, sales manager of the CBS Latin American network, has resigned, the reason given by the network being that the sale of time to advertisers wishing to promote their products in the Latin American markets has been "suspended for policy reasons and indefinitely postponed". The Latin American network will continue to operate on a noncommercial basis, CBS stated.

ADRIEL FRIED, formerly sales promotion manager of KROW, Oakland, Cal., has been appointed general manager of KLX, that city, owned by the *Oakland Tribune*. Charles Lloyd, program director, has been acting manager since Preston Allen was called to active service as lieutenant-commander in the Naval Reserve last year. As announcer, producer and account executive, Fried has been associated with various California stations, including KYOS KSAN KDON. Before entering radio he was account executive of San Francisco advertising agencies and for a time wrote for national publications.

CLIFF RAMSDELL, associate editor of *Tide*, has taken over radio news, previously handled by Reginald Clough, now editor-in-chief.

LOREN STONE, assistant manager of KIRO, Seattle, has assumed the additional duties of commercial manager, replacing J. A. Morton, who left to do national sales work at CBS-KNX, Los Angeles.

WALTER G. TOLLESON, account executive of the NBC-KPO, San Francisco, has joined the A. E. Nelson advertising firm in that city.

W. (DOC) LINDSEY has left CJKL, Kirkland, Ont., to become manager of CKWS, Kingston, Ont., the Northern Broadcasting Company's new station.

JOHN MARTIN, advertising manager of Massey-Harris Co., Toronto (farm implements), has been appointed coordinator of all government advertising. He will be located at Ottawa as executive secretary of the Interdepartmental Publicity Committee.

MARK CRANDALL, on leave from sales staff of KFEL, Denver, for the duration, is chief of the OWI Denver office.

DOROTHY BROWN, of the Chicago office of Howard H. Wilson & Co., station representatives, on July 20 married John Murphy of Chicago.

BILL SCHROEDER, sales manager of WCAE, Pittsburgh, has made his first solo plane flight.

READ H. WIGHT, for the past eight years manager of the Chicago offices of World Broadcasting System, has been elected vice-president and member of the board of WBS.

AL LEARY, manager of CKCL, Toronto, has been promoted to captain in the Royal Canadian Army Signal Corps, Reserve Force.

C. WILLIAM CLEWORTH, former vice-president of Electrical Publications Inc., and previously assistant manager of McGraw-Hill electrical and radio publications, has joined Sutton Publishing Co. as district manager in New York and New England for *Electrical Equipment*.

KEN GIVEN, formerly with WTAR, Norfolk, Va., has been named president and general manager of WLBJ, Bowling Green, Ky., in a reorganization effected Aug. 1. Jake Causey, recently with WBIG, Greensboro, N. C., has been named advertising and sales manager.

SHOUSE REALIGNS DIVISIONS AT WLW

CREATION of a new public relations division at WLW, Cincinnati, combining the power of three departments, was announced last week by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting.

Mr. Baker

Chief of the new division is Roger Baker, baseball announcer of WSAI and WLW, and former tobacco trade extension representative. In the new division will be the publicity department. headed by Bill Barlow; the special events department, under Jim Cassidy; and the talent booking department, directed by Bill McCluskey.

By the new arrangement, activities of these departments will be coordinated in one division, acting as a master unit in matters and entertainment in which the public is contacted directly.

Announcing the change, Mr. Shouse said "I believe that, bearing in mind the particular abilities of the men involved in this reassignment, we can expect to materially strengthen the public relations. It is an important part of radio, and I do not believe that any station in the country—not even excepting the networks—can show as strong an alignment of abilities in this field as can be found in this group.

Patrick to Navy

DUKE M. PATRICK, partner in the Washington law firm of Hogan & Hartson handling radio cases, on Aug. 1 reported for duty in the Navy Department as a lieutenant commander. He was assigned to Naval Communications. Mr. Patrick was former general counsel of the old Radio Commission. Karl A. Smith will handle the firm's radio matters.

Mr. Patrick

Walter D. Humphrey

WALTER D. HUMPHREY, 66, a principal attorney of the FCC, died Aug. 1 in Tulsa, Okla., after a lingering illness. A pioneer Oklahoma lawyer, Mr. Humphrey was a member of the Oklahoma Corporation Commission for eight years, was one of the organizers of the Oklahoma Tax Commission, and a member of the 1907 Oklahoma Constitutional Convention. He had been with the FCC since Feb. 25, 1935. Surviving are his widow, two daughters in Tulsa and a sister.

Charles W. Corkhill

CHARLES WILLIAM CORKHILL, 58, former manager of KSCJ, Sioux City, Ia., died July 25 of a heart attack. Formerly in the organ and piano business, Mr. Corkhill managed KSCJ until two years ago when he formed a radio advertising firm under his name. In addition to his widow he is survived by four sons and three daughters.

BEHIND the MIKE

NORMAN PAGE, announcer of WEBC, Duluth, has joined the Navy. Katherine Cooke, continuity staff, has resigned to join the advertising office of a Twin City wholesale grocery firm. Eleanor Barney, a recent graduate of the U of Minnesota has been appointed promotion director to succeed John W. Miller, resigned.

JEAN LAFOREST and Armande Lebrun of CKCH, Hull, Que., were married recently.

Commission for Ray

WILLIAM T. RAY, young Negro businessman of Cleveland, and former narrator on the Sunday morning *Negro Business Hour* on WHK, Cleveland, is shortly to be commissioned a second lieutenant in the Army's Chemical Warfare Service. Mr. Ray won three scholarships as an undergraduate at Oberlin College and, while a narrator for WHK, was sales manager for a furniture and appliance business in Cleveland.

C. G. RENIER, program manager of KMOX, St. Louis, and Robert Louis Shayon, producer-director of MBS, have joined CBS as producer-directors under the direction of Douglas Coulter, CBS assistant director of broadcasts.

PAUL FOGARTY, producer and writer of WGN, Chicago, and author of the newspaper comic strip "Draftie", on Aug. 1 married Elizabeth Sackley Davis of Chicago.

NEVA PATTERSON, formerly singer of Cee Davidson's orchestra, has joined WBBM, Chicago as regular vocalist on *Victory Matinee*, weekday hour and a quarter variety program.

WARREN GERARD, formerly of WLEU, Erie, Pa., has joined the announcing staff of WCAE, Pittsburgh.

BETTY BAKER has joined the program staff of WCAE, Pittsburgh, replacing Kay Conners who is marrying Phil Davis, continuity chief of WCAE.

FRED OHL, program director of KWKH, Shreveport, La., is the father of twins, born last month.

FRANK ENDERSBE, sports announcer of KYSM, Mankato, Minn., has joined the armed forces, being replaced by Bob Redeen.

HARLAND TUCKER, former stage, screen and network actor, has joined KGW-KEX, Portland, Ore.

TOMMY BUILTA, formerly announcer on CBS *Scattergood Baines* has joined the announcing staff of W67C, FM adjunct of WBBM, Chicago.

RODERICK G. O'CONNOR, formerly announcer of WJJD, Chicago, has joined the announcing staff of WGN, Chicago.

RAY McGUIRE, announcer, formerly of WNOE, New Orleans, has joined KSFO, San Francisco.

HENRY LUNDQUIST, formerly in charge of defense programs of WEEI, Boston is now with Navy public relations in Boston as lieutenant (j.g.).

EVERETT HOWARD and Morton Cohn, announcers of WCHS, Charleston, W. Va., have been inducted into the Army and are stationed at Ft. Knox, Ky.

BRANDON SHAFER has been appointed news editor of WLOL, Minneapolis, succeeding Benedict Hardman who resigned due to illness.

TOM LITTLE, formerly business manager of the Macon Peaches baseball team, is a new announcer at WBML, Macon.

EDDIE ALBRIGHT, Hollywood commentator, has been appointed a civilian defense counsellor and during his five-weekly quarter-hour program on KHJ, that city, gives information supplied by the Civilian Defense Council.

ED HELWICK, Hollywood writer of J. Walter Thompson Co., on the NBC *Kraft Music Hall*, has been inducted into the Army.

WALLY REEF, former night editor, is now news manager of KFEL, Denver, replacing Bill Walsh. Bill Foulis transfers from announcing to the KFEL news room.

J. HOWARD ACKLEY, former traffic manager and chief announcer, is now industrial relations representative of WOWO-WGL, Ft. Wayne.

DAVE WISNER, announcer of WIBW, Topeka, reported Aug. 1 at Ft. Leavenworth, Kan., as a volunteer officer candidate. Al Franklin, of Topeka will replace Wisner.

JACK LAURENCE, announcer of WELI, New Haven, has enlisted in the Marine Corps.

JACK KINZEL, chief announcer of KIRO, Seattle, has been called to active duty as an ensign in the Naval Reserve. Carroll Foster, another former KIRO announcer, recently was awarded a senior lieutenant rating.

BILL MALONE of the promotion department of WOWO-WGL, Fort Wayne, has been named on the merchandising committee of the Fort Wayne Drug Club.

DON DOUGLAS has left the announcing staff of WTTM, Trenton, N. J., to do FM work. John Leslie Scott, formerly of WAKR, Akron, has joined the WTTM announcing staff.

JIMMY WILSON, formerly with WRC-WMAL, Washington, and before that program manager of WWL, New Orleans, has joined the announcing staff of WWDC, Washington.

ROD BELCHER has been named news editor and Elwood Thompson has become an announcer of KGVO, Missoula, Mont. Margaret Leppert Peterson is women's program director, replacing Dorothy Burgess, resigned.

PAUL LONG, announcer of KWKH, Shreveport, La., has left for Army air training. Jack Pulwers, has joined the announcing staff.

STAN BROWN, news editor and special events director of KOA, Denver, entered the Army last week in the volunteer officers' training corps. He will be succeeded by Bill Day.

WILLIAM A. WILLIAMS, formerly in the CBS music copyright department, has been made assistant to Jan Schimek, CBS commercial editor and director of the copyright division. Rupert Graves will take over Mr. Williams' duties.

DAVID N. SIMMONS, promotion director of KDYL, Salt Lake City, is publicity director of Salt Lake War Bond sales.

CLIFFORD EVANS, columnist of the *Brooklyn Eagle*, is conducting a thrice weekly political news commentary, on WLIB, Brooklyn.

SAM ETTINGER, news editor of WIP, Philadelphia, is the father of a son, born July 30.

ROY LaPLANTE has resigned from the announcing staff of WFIL, Philadelphia, to join WOL, Washington.

WALLY SHELDON, announcer of WCAU, Philadelphia, has left for the Army.

BILL BAILEY, announcer of KYW, Philadelphia, leaves to join the Navy as a lieutenant in the public relations.

EL JONES has left CJKL, Kirkland Lake, Ont., to become a salesman for CHEX, Peterborough, Ont. Alex Gasson replaces Jones.

DUKE McLEOD has been appointed program director and assistant manager of CJKL, Kirkland Lake, Ont. Billie McLeod has been named traffic manager.

EMILY TREVILIAN, receptionist of WRVA, Richmond, on Aug. 24 will report at Fort Des Moines for officer training in the WAAC.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

STOP and consider that we cover a Polish Population greater than 96% of the Communities in the United States. 550,000* in all . . .

LOOK into the fact that $250,000,000 is spent yearly for daily necessities, by these Polish Families in the Metropolitan Area.

LISTEN to the success story of 14 advertisers using our Polish hours for a total of 73** years. Interested? Let us help you get a share of this business.

* *U. S. 1940 Census Figures* ** *Details on Request*

1480 Kilocycles — Full Time Operation

WHOM

JOSEPH LANG, Gen. Mgr.

Tel.—Plaza 3-4204 — 29 West 57th Street, N.Y.C.

The ALABAMA TRIO

offers you

Complete Coverage Of A Great Market And A 10% Saving!

In buying radio coverage—just as in war production work—you need the *right combination* of "tools" to get the job done. The "right combination" in Alabama's vast war production market is the ALABAMA TRIO. These three stations blanket the entire state and parts of *six* others. Look into the BIG savings offered by this *right combination*—10%, to be exact!

WSGN BIRMINGHAM WSFA MONTGOMERY WALA MOBILE

REPRESENTED BY HEADLEY-REED CO.

ARCH KEPNER, chief announcer, and Alan Taulbee, announcer of WQXR, New York, have been sworn in to the U. S. Navy for aviation cadet training. Taulbee has already left, and Kepner is awaiting his call to active duty. Sergeant William D. Strauss, former chief announcer, now with the Army at Fort Jackson, S. C. has qualified for an officers' training course leading to a commission on the Adjutant General's staff. He leaves shortly for Washington.

TOM MOORE, announcer of WIBG, Glenside, Pa., and now an aviation cadet, has announced his engagement to Dolores Yvonne Mellberg, daughter of Capt. Carl C. E. Mellberg, chaplain of the 34th Bombardier Group, the outfit to which he is attached.

JIM MOORE, formerly assistant program manager of KSFO, San Francisco, has joined the Army.

RAY McGUIRE, formerly of WNOE, New Orleans, has joined KSFO, San Francisco, as announcer.

BOB BRYAR, formerly announcer of WJWC, Chicago-Gary, has joined the announcing staff of WAIT, Chicago.

EDDIE THAYER and Pat Ebert, graduates of Beck School of Radio, Minneapolis, are new announcers at KOBH, Rapid City, S. D., and WIBU, Poynette, Wis., respectively.

WHITMEL FORBES LATHROP and Elwood Stutz are new announcers of WRVA, Richmond. Virginia McDonald has joined the reception department.

MAURICE GORHAM, director of North American transmissions of the British Broadcasting Corp., was in Toronto recently as part of his tour of Canadian and American centers to check up on BBC programs heard here.

MARTHA ROSS BIGGERSTAFF has been named regular announcer at WNOX, Knoxville.

GORDON TUELL, music librarian of KIRO, Seattle, was recently the father of a girl, his second child.

TED ARNOLD, publicity director of WSAZ, Huntington, W. Va., recently joined the Army.

ROLAND TRENCHARD, formerly director of promotion of O'Mealia Outdoor Adv., has been appointed public relations director of WAAT, Newark, succeeding Walter Patrick Kelly, now in the Army.

BRUCE MATTHEWS, formerly announcer of WAPO and WOV, has joined the announcing staff of WPAT, Paterson, N. J. Matthews also works a full shift at the Wright Aeronautical Corp.

KEITH GUNTHER, assistant manager of WHN, New York, has reported for active duty as ensign in the Naval Reserve.

BOB WALTER, formerly of WWNY, Watertown, N. Y., has joined the announcing staff of WJTN, Jamestown, N. Y.

ART BOULDEN and Fen Job, announcers of CKCL, Toronto, have joined the Royal Canadian Air Force.

CAPT. GORDON McCLAIN, formerly announcer and operator of CKPR, Fort William, Ont., CKCL, Toronto, and CKTB, St. Catherines, Ont., is now with the signal section of the Canadian Tank Corps stationed at Brockville, Ont., as an instructor at the officer's training camp.

ROSS GIBSON, formerly of KUOA, Siloam Springs, Ark., has enlisted in the communications division of the Navy.

MARGARET SPESSARD, program director of KWBW, Hutchinson, Kan., on Aug. 10 will be married to Bob McCreery of KIUL, Garden City, Kan.

LES MITCHEL, producer of CBS-Chicago, has succeeded Blair Walliser as director of the CBS daytime serial *Helen Trent*. Mr. Walliser is now a lieutenant in the Coast Guard. His successors as producers of other network programs are Lou Jacobson on MBS *Citizens of Tomorrow* and *NBC Backstage Wife;* Ruth Walliser, his sister, on MSB *Great Artists*.

MARION STEVENS, for four years radio and literary editor of the *Miami Herald*, has joined the magazine division of the CBS publicity department. Helen Payne, of CBS television, and Betty Todd of the continuity department of WBT, Charlotte, have joined the CBS production department.

IRVIN S. R. CARLIN, freelance radio and short story writer, has joined the continuity department of WMCA, New York.

HARRY CANFIELD, guide of NBC-Chicago, has entered the Army. New guides are Gerald Ravenscroft and John Condit.

JANE TRENT has joined WSBA, York, Pa., as news announcer-operator. He comes from WCHS, Charleston, W. Va.

EDMUND DAWES becomes director of education of WFIL, Philadelphia, succeeding William C. Galleher, who goes to Westinghouse. Joe Novenson, WFIL announcer, has joined the Army Air Force, stationed at Kelly Field, Tex.

JACK STEWART, announcer of CFAC, Calgary, has joined CKCL, Toronto.

A. MIKE VOGEL, formerly chairman of manager's round table department of *Motion Picture Herald* and at one time with Loew's Theatres, New York, has been named director of publicity and special promotion of WHN, New York. He replaces Al Simon, now radio director of the New York branch of the U. S. Treasury Dept. war savings staff.

GILBERT FIELD, sales promotion director of WCHS, Charleston, W. Va., has enlisted in the Army.

BURLEIGH SMITH, formerly announcer of KRBC, Abilene, Tex., has joined the announcing staff of KOB, Albuquerque, N. M.

VIVIAN KELLY, of the CBS education department, on July 26 was married to Lt. Marvin Peters in New York.

HENRY EAST, chief announcer of WRBL, Columbus, Ga., has been transferred as temporary manager of WGPC, Albany.

The TEXAS RANGERS
Transcribed Library is on
WGBI
SCRANTON, PA.
and other stations, large and small, coast to coast
Available also to agencies and advertisers. For full details, write
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

"Cap" Cotton says:

During the marketing season of 1940-41, gross receipts of cotton in Memphis amounted to 4,938,859 bales, which, based on a fair average, would be valued at $270,550,696.00. More than 40,000 people make their livelihood from the cotton industry in Memphis. Memphis sales of vegetable and animal oils total nearly $20,000,000.00.

Memphis, the hub of this vast market, is today not only the cotton capital of the world . . . it is also an industrial center of importance. For while cotton alone accounts for 17 to 18 per cent of total business transacted in Memphis, the diversity of her industry assures Memphis of a steady, year-round prosperity.

You can reach this market over WMC, the Mid-South's pioneer radio station.

WMC
Memphis, Tennessee
5,000 WATTS DAY • 1,000 WATTS NIGHT
NBC RED NETWORK
•
OWNED AND OPERATED BY
The Commercial Appeal
•
REPRESENTED NATIONALLY BY
THE BRANHAM CO.
Member of
South Central Quality Network
WMC—Memphis WJDX—Jackson, Miss. KWKH-KTBS—Shreveport
WSMB—New Orleans KARK—Little Rock

Agencies

MAURY HOLLAND, Hollywood producer of J. Walter Thompson Co., has been transferred to the agency's New York staff, forcing him to relinquish his post on the War Dept. recorded shortwaved program, *Command Performance*. Cal Kuhl, producer of the weekly NBC *Kraft Music Hall*, has taken over the assignment.

BERNICE NEWMARK, formerly advertising manager of Nehring Brothers, New York real estate firm, has joined the copy staff of Director & Lane, New York, while Irving R. Rill, formerly of the Halpern Adv. Agency, New York, has joined the agency as an account executive.

JACK PETRICK, recently resigned vice-president of John Falkner Arndt Co., Philadelphia agency, has opened his own agency in Philadelphia in the Lincoln-Liberty Bldg., with the accounts of M. A. Bruder Co., paints and varnishes, and Browning-King Co., retailers of men's clothing, both of Philadelphia.

JOHN COHAN, account executive of Smith & Bull Adv., Los Angeles, has been appointed publicity director of the War Savings staff of the photographic committee, Treasury Dept.

JANE FORCE, for six years continuity writer and producer of the Russel M. Seeds Co., Chicago, has resigned to join the production staff of WIBA, Madison, Wis., where she will be with her husband Norman W. Rice, instructor in the Army Air Force training school at Madison.

THOMAS MAGUIRE, formerly radio timebuyer of Blackett-Sample-Hummert, New York, on Aug. 10 joined the CBS sales service staff.

Campbell to Army

C. LAWTON CAMPBELL, former vice-president and radio director of Ruthrauff & Ryan, New York, has been commissioned a major in the Quartermaster Corps of the Army. Recently appointed director of the agency's radio department is Donald M. Stauffer, formerly of the A. & S. Lyons talent agency.

JOHN W. POWER, previously account executive of Sherman K. Ellis & Co., New York, has been appointed director of research, replacing John Waite, now economist with the food division of OPA in Washington. Power served as industrial specialist for Moody's Investors Service for six years. He was secretary of the National Transportation Committee under the chairmanship of ex-President Coolidge, and special assistant to the late General Hugh S. Johnson in the NRA.

PHILIP BERNSTEIN, account executive of Bozell & Jacobs, Chicago, has been elected vice-president of the Chicago office of the agency.

E. V. HAMMOND, manager of Stanfield & Blaikie, Toronto office, now closed, has joined Tandy Adv. Agency, Toronto.

HELEN ARSTEIN, formerly copy writer of Mandel Bros., New York (department store), has joined Glasser-Gailey & Co., Los Angeles agency in a similar capacity.

NEIL G. ROURKE, former account executive of Irwin Vladimar & Co., New York, has been named a vice-president of the agency.

WALTER C. KRAUSE, who resigned recently as vice-president of Lord & Thomas, and as RCA account executive, to join the Office of Coordinator of Inter-American Affairs in Washington, has received his official appointment as an assistant director of the radio division.

DON COPE, New York producer of Benton & Bowles, is in Hollywood producing the weekly *Post Toasties Time*, sponsored by General Foods Corp., during vacation of Mann Holiner, West Coast manager-producer. Esty Stowell, New York business manager of Benton & Bowles, is in Hollywood for his semi-annual checkup.

OTIS ALLEN KENYON has been elected chairman of the board of Kenyon & Eckhardt, according to Thomas D'A. Brophy, president. Other officers are Dwight M. Mills and Edwin Cox, directors, and Charles H. Vasoll, treasurer.

LAURA B. MANG, assistant manager of space, Moser & Cotins, Utica, N. Y., has been appointed media manager.

LARRY WHERRY, formerly sales promotion manager of Ralston Purina Co., St. Louis, on Aug. 1 joined Sherman & Marquette, Chicago, as executive in charge of Quaker Oats (Ful-O-Pep) account.

CONSOLIDATED ADV., New York, has moved from 505 Fifth Ave. to new and larger quarters at 541 Madison Ave., telephone Murray Hill 3-1267.

Lord & Thomas Changes

EMERSON D. FOOTE, executive vice-president in charge of operations of the New York office of Lord & Thomas, last week announced that the media and marketing operations of the media, research and time-buying department have been consolidated under the direction of Samuel E. Gill, former research director of the agency, and now director of marketing and media. Working under Mr. Gill, each with equal rank and position with the others, are J. S. Spiegel, formerly assistant media director as manager of printed media purchases; John D. Hymes, with Lord & Thomas eight years, most recently as radio timebuyer, who will be manager of radio purchases, including purchase of both time and radio talent; and Miss Catherine C. McCarthy, former assistant to Mr. Gill, who has been named manager of the research department.

Wurtzel, Autry Settle Contract Controversy; Show Has New Title

CONTRACTUAL controversy between Harry Wurtzel, Hollywood talent agent, and Gene Autry, radio and film cowboy singer-actor, was settled in late July prior to the latter's reporting to Washington as an Army Air Force technical sergeant. [BROADCASTING, July 20]. Wurtzel charged evasion of contract and outside settlement eliminated case being brought before representatives of American Federation of Radio Artists, Artists Managers and Screen Actors Guild for arbitration. Under the agreement, Wurtzel received all monies claimed as due for managerial services rendered Autry on picture and radio deals since January, 1941. In turn his managerial contract with Autry, which had 2½ years more to go, was cancelled. Agreement relieves the actor of further obligations while in service.

Continuing under sponsorship of Wm. Wrigley Co., the weekly half hour CBS program featuring Autry, with the broadcast of Aug. 2 changed title from *Melody Ranch* to *Sergeant Gene Autry* and dramatizes exploits of Army Air Force heroes. Similar arrangements were made for Ezra Stone, who during the season is permitted time out from Army duties to do his weekly NBC *Aldrich Family*, sponsored by General Foods Corp. Capt. Hal Rorke of the Army Air Force and formerly CBS New York assistant publicity director, has been assigned to duty at the network's Hollywood studios as Army representative on the Autry series.

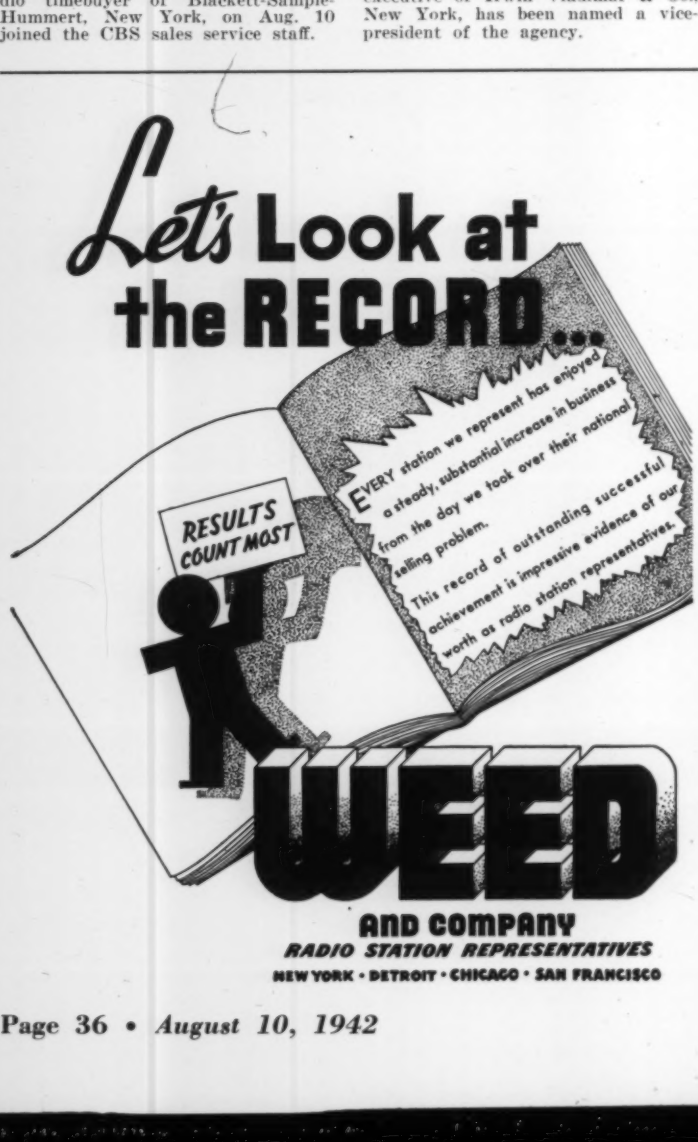
Luigi Romanelli

LUIGI ROMANELLI, Toronto band leader, who has been on Canadian radio stations practically since the inception of broadcasting in the Dominion, died on July 29 at Murray Bay, Que., of a heart attack while vacationing. He was 59 years old. His most recent appearances before the international microphone were with the *Ontario Show* early this summer on the BLUE from Toronto. He was born at Belleville, Ont. studied violin in England and Belgium.

Lt. Barron Chandler

LT. BARRON CHANDLER, USNR, formerly of NBC's page staff, has been killed in action while serving as commander of a motor torpedo boat, somewhere in the South Pacific. Chandler is the fourth NBC man to be officially reported killed in action.

GREY ADV. AGENCY, New York, last Friday celebrated its 25th anniversary in business, having been organized in 1917 during World War I. Lawrence Valenstein, the original president, still holds that position.

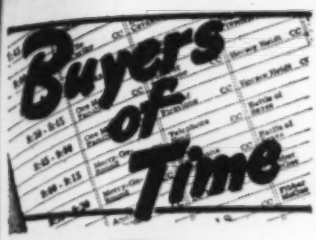

Let's Look at the RECORD...
RESULTS COUNT MOST
EVERY station we represent has enjoyed a steady, substantial increase in business from the day we took over their national selling problem.
This record of outstanding successful achievement is impressive evidence of our worth as radio station representatives.
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

FULTON LEWIS, JR.-MBS
PHILLIPS 66 NEWS REPORTER
Associated Press · Transradio
Exclusive Foreign Service of The Chicago Daily News

KFEL DENVER
5000 WATTS
MUTUAL NETWORK
GENE O'FALLON Manager

WFBG
ALTOONA, PA.
- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.



GEORGE GAGE

AS PROFESSIONAL magician he used to pull rabbits out of hats, but now George Gage, director of media and market research of Lord & Thomas, San Francisco, works "magic" with facts and figures—and does it mightily successfully too. Combining an analytical turm of mind with a thorough knowledge of station power and coverage, plus audience listening habits and other major points which go to successfully sell a sponsor's product, George buys time for many a choice account serviced by that agency.

Among these are Southern Pacific Co. (transport); Roos Bros. (men and women's furnishings); Safeway Inc. (institutional); Tidewater-Associated Oil Co. (petroleum products); Sunnyvale Packing Co. (Rancho soup); Albers Milling Co. (flour).

Despite his knowledge of magic, George Gage's entry into advertising was not via the stage door. He confined that profession to school vacations. Born in Ottawa County, Kan., in March 1901, he attended public schools in that district, graduating from the State university in 1922 a Phi Beta Kappa.

Then he bought a country weekly newspaper, *The Messenger*, in his home county and operated it successfully as publisher and editor for a year. Selling the publication in early 1923 he moved to California to become executive secretary of the Calexico Chamber of Commerce.

Twelve months later George resigned that position to complete a year's post graduate study at Stanford U in economics and political science. Following that brief academic interlude, he joined the San Francisco staff of McCann-Erickson (then H. K. McCann Co.) where for nine years he rounded out his agency experience as copywriter, account executive and head researcher in that agency's three Pacific Coast offices.

Facts and figures chronicle his marriage to Hazel Carlson Southard of San Francisco in 1929. He is now the father of a boy. In 1934 he resigned his agency post to join Sun Maid Raisin Growers Assn. as advertising and sales promotion manager, remaining with that cooperative organization until 1940. Then he accepted his present position.

Demonstrating his ability as "mathemagician", George had made scores of sales and distribution studies for national concerns. He has also contributed articles on sales promotion, advertising and research to trade and technical journals. Under the title, "The Editor and His People", he compiled a selection of editorials by William Allen White with H. O. Mahin as collaborator.

Mr. Gage is also author of "Serving Pacific Coast Markets From the Center", an industrial promotion book covering the West Coast, as well as a currently completed manuscript. The latter, "Creative Writing", deals with the craft of fiction.

AFA Convention Report

HIGHLIGHTS of Advertising Federation of America's 1942 convention June 21-24 are available in a 32-page booklet that contains summaries of guest speeches, awards, the president's annual report, convention resolutions and press reactions. Copies may be obtained from Earle Pearson, general manager, 330 W. 42d St., New York.

Sabotage Rewards

KWBW, Hutchinson, Kan., offers $50 War Bonds to any listener who furnishes information leading to arrest and conviction of enemies of the United States. An announcement running daily urges citizens to report persons they suspect to local police.

Text of Complaint

(*Continued from page 22*)

ket manufacturers, distributors, jobbers and retailers of phonograph records and electrical transcriptions;

(c) To prevent radio broadcasting stations from broadcasting musical compositions recorded on phonograph records and electrical transcriptions;

(d) To prevent the use of phonograph records in so-called "juke boxes" located in hotels, restaurants and dance halls;

(e) To prevent the use of phonograph records in the home;

(f) To prevent the sale of phonograph records to radio broadcasting stations and "juke box" operators through the device of requiring manufacturers to boycott all distributors, jobbers and retailers who sell such records to radio broadcasting stations and "juke box" operators;

(g) To eliminate musical performances over the radio by media other than performances by members of the AFM;

(h) To require radio broadcasting stations to hire unnecessary "stand-by" musicians, members of the AFM, when such services are neither necessary nor desired, through the device of requiring networks to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians;

4. That the complainant recover the costs or disbursements of this suit;

5. That the complainant shall have such other and further relief as the court shall deem just and proper.

AGENCY Appointments

NATIONAL DEHYDRATORS Assn., New York (dehydrated foods), to J. Walter Thompson Co., New York. Agency will concentrate mainly on publicity for the newly-formed association during the war with an eye to consumer acceptance of such products for the post-war period. Majority of distribution is now centered in supplying the armed forces.

VADSCO SALES Corp., L. I. City, N. Y. (Mavis, Djer-Kiss and Delettrez toiletries), to Wortman, Barton & Gold, New York. Media plans not yet announced.

LIMA BEAN Assn., Oxnard, Cal., (cooperative), to J. Walter Thompson Co., Los Angeles.

NORTHROP AIRCRAFT Inc., Hawthorn, Cal., to J. Walter Thompson Co., Los Angeles.

QUAKER MAID MILLS, Philadelphia (Ripple Twist rugs), to Moss Associates, New York. A fall campaign is being planned.

Hecker Names Kudner

HECKER PRODUCTS Corp., New York, has appointed Arthur Kudner Inc., New York, to handle advertising for its flour and cereal division. Account includes H-O Oats, Heckers Cream Enriched Farina, Presto Cake Flour, Force, and three brands of flour, Heckers, Ceresota and Aristos. The company is currently presenting the *Moylan Sisters*, weekly quarter-hour show on 17 BLUE stations for H-O Oats, as well as a six times weekly news period on WHN, New York, for Force. No new radio plans have been announced.

South Carolina's No. 1 Market

FIRST IN—

- Total Population
- White Population
- Wholesale Sales
- Retail Sales
- Industrial and Business Pay Rolls

DOMINATED BY

WFBC
5000 WATTS
GREENVILLE, S.C.

HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION

NBC RED NETWORK

NATIONAL REPRESENTATIVE
WEED & COMPANY

The trade is still talking about the way WMCA is changing the entire New York radio scene, with programming that keeps winning national awards against top competition* . . . lifting itself right into the national spotlight by doing so.

Offering advertisers their first chance to buy quality coverage of the New York market at a very low cost.

*such as "Labor Arbitration", conducted by Samuel R. Zack (national awards for both 1941 and 1942 by Ohio State University) and "Americana Quiz" (1941) and "Friendship Bridge" (1942) by Women's National Radio Committee . . . not to mention New York Times news bulletins every hour on the hour . . . Johannes Steel and Sydney Moseley, two of America's greatest news analysts . . . a succession of public service programs that few independents would care to tackle.

AMERICA'S LEADING INDEPENDENT STATION

wmca

Western Rep.: Virgil Reiter & Co.: Chicago

Dyke's New Post

(*Continued from page 12*)

stated, "will be to insure proper coordination of policy, interpretation and timing of all special Government programs and campaigns of information connected with the war effort, and to make certain that such war-connected programs and campaigns are efficiently planned, effectively executed, and that there is proper synchronized use of all media channels."

The Bureau of Campaign Administration will act as central control and clearance on all special war-connected programs, plans, projects or campaigns of an informational character conducted by any Government department, bureau or agency. In the case of individual Government campaigns, the Government department, bureau or agency concerned will delegate one individual as its "campaign manager" who will act as liaison with Mr. Dyke's bureau.

Liaison with Council

Mr. Dyke's bureau will also act as liaison control with the Advertising Council, recently established by the advertising industry to work with the Government on all war advertising projects and headed by Dr. Miller McClintock, and with other organizations serving the Government on plans, distribution or creative work in connection with special programs or campaigns.

"While the Bureau of Campaign Administration will exercise coordination supervision over campaigns initiated by other departments and agencies," it was stated, "It will do so on an advisory basis, varying in the extent of its direction and supervision according to the advisability of talent in the particular agencies involved to lay out and execute successfully their own plans. The objective is to insure adherence to sound policies and consistency with other operations.

"The Bureau of Campaign Administration and the campaign managers will discuss with each OWI media bureau (news, radio, publications and graphics and motion pictures) the proper and practical use of that medium in connection with each campaign or program, and will obtain from the chief of each media bureau advice and approval of such media plans.

"The Bureau of Campaign Administration will be responsible for seeing that all programs or campaigns are executed in accordance with overall OWI policies and regulations."

In general, since advertising is recognized as an important information medium, the Bureau of Campaign Administration will advise as well as act as central control and clearance, on the use of advertising by all Government departments and agencies and on the use of war subjects, illustrations and the like by manufacturers in their own advertising.

Make Yours Radio!

The radio industry is in a position today to perform an outstanding service to the advertiser. . . .

Even if your product is off the market, you can't afford to let it be forgotten. Radio will keep your name alive . . . the entertainment it provides in your name will build up for you a reservoir of good will. . . .

Mr. and Mrs. Public will show their gratitude for the enjoyment you've brought them. . . .

When the time comes, they'll remember—and buy —your product.

CFRB
TORONTO
860 KILOCYCLES

Meet the LADIES

MARIAN YOUNG

TAKING OVER the five times weekly *Martha Deane* program on WOR, New York, less than a year ago, Marian Young started out with no sponsors and now has three—Miles Laboratories (One-A-Day Vitamins), Calco Chemical Co. (Bleachette), and International Salt Co. And the sales histories of two of her former sponsors, O'Cedar Corp. (No-Rubbing Cream Polish), and S. A. Schonbrunn & Co. (Savarin Coffee), speak for her success as a woman's commentator with product distribution increases of 200% and 50%, respectively.

No stranger to newspaper and magazine readers in this country and Canada, Miss Young, before joining WOR in August, 1941, was an editorial staff writer and later women's editor for NEA, Scripps-Howard syndicate. In 1935-36 she was sent to Germany to write stories about German women—and succeeded in getting the first and only interview with Magda Goebbels, wife of the Minister of Propaganda.

In 1938, Miss Young was awarded first prize in the New York Newspaper Women's Club national competition for "the consistently best column in a specialized women's field." The prize was presented by Mrs. Roosevelt and was for her beauty column in NEA papers, written under the name of Alicia Hart. She has interviewed every motion picture and stage star of importance, and a year ago last March wrote a series of feature articles about the Duke and Duchess of Windsor based on personal interviews with the famous couple.

On the personal side, the new "Martha Deane" was born at Star Lake, N. Y., south of the St. Lawrence River, attended St. Lawrence U and is married to William Bolling Taylor, an advertising executive now, an Army man soon. Fond of gardening, music, the theatre and motion picture, Miss Young says her pet hate is to hear "Well, it's 2:30 now, Martha . . ." signal for her program to go off WOR for the day.

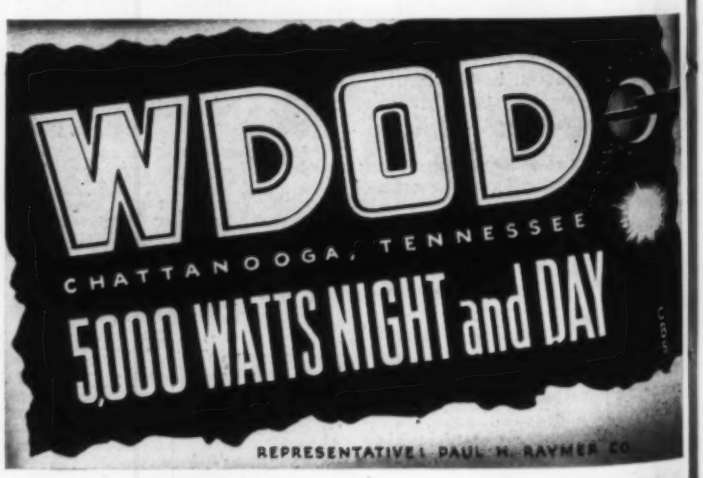
DAVIS BROADCASTS ON OWI PROGRAM

NOT TO BE construed as part of any plan to place Director Elmer Davis of the Office of War Information back on the air on a regular basis, as demanded in the Senate recently [BROADCASTING, Aug. 3], was the scheduled appearance of Mr. Davis on CBS Sunday, Aug. 9, as master of ceremonies of a special OWI production titled *The Production Crisis*. There are no present plans afoot to bring Mr. Davis, former CBS news analyst, back on the radio on any regular basis.

The program was to mark the first radio appearance of Mr. Davis since he assumed the dictatorship of OWI; also the first radio talks since they assumed their new posts of Admiral William D. Leahy, President Roosevelt's chief of staff; Lieut. Gen. Dwight D. Eisenhower, commander of the American forces in Europe, and Admiral Chester Nimitz, commander-in-chief of the Pacific Fleet. Gen. Eisenhower was to speak from London, Admiral Nimitz from "somewhere in the Pacific."

Included on the program, during which the first awards of the Army-Navy Production Awards were to be announced, were to be WPB Chairman Donald Nelson; Undersecretary of War Robert Patterson; Undersecretary of Navy James V. Forrestal; William Green, president of the AFL; Philip Murray, president of the CIO.

PVT. JEFF HURLEY, formerly script writer of CKY and CJRC, Winnipeg, had his play *Reveille Pass* performed by the CBS Workshop. He is now in the Royal Canadian Dental Corps and wrote his play while at Camp Borden, Ont.



Studio Notes

IN A RESOLUTION of gratitude to NBC for *Catholic Hour*, 12-year old religious feature, the executive committee of the National Council of Catholic Men praised the network for "making possible this great apostolic work," at the same time revealing that listeners have sent in requests for 242,000 copies of pamphlets containing talks given on the program during the past 12 months.

EMPLOYES of WGAR, Cleveland, now in the armed forces and civilian government service are honored by a plaque incorporating the radio shield "in service of home and nation" which hangs in the foyer of the station.

WWRL, New York, has received a certificate of achievement from the New York City USO Joint War Appeal for "excellence of performance" in its 1942 fund-raising effort for the armed forces.

WLS, Chicago, in its War Bond drive as an issuing agent has divided the talent of the station into two teams, one called Pat Buttram Bond Bombers and the other Arkie's Anti-Axis Assn. Listeners address their purchases to either team and names of purchasers are read on the *National Barn Dance*.

WINX, Washington, signs off nightly with a recording of President Roosevelt's prayer for victory for the United Nations. The excerpt from the Flag Day address replaces "God Bless America".

CHRC, Quebec, has announced that its rates will be increased on Oct. 1, following boost to 1,000 watts.

FOUR golfing members of KDYL, Salt Lake City staff won a challenge match from Marines of the local recruiting station 4-2. George Provol, program director; Ed Letson, special events chief; Dave Simmons, promotion director; and Tom Cafferty, chief announcer, represented KDYL.

AS A MEANS of replacing drafted male personnel, CJOR, Vancouver, instituted an operation training course for staff girls. Connie Kemper, Pat Browne and Irene Murray have completed the course and now are full-fledged control room and remote operators.

WLW, Cincinnati, recently sent Jim Cassidy, special events director, to broadcast from an Army Air Force high-altitude test chamber in one of a series of programs from Wright Field, Dayton, designed to show how improved Army equipment facilitates experiments. Together with Sgt. Thomas Green, Cassidy ascended to a theoretical 25,000 feet.

EMPLOYES of WJHL, Johnson City, were given an extra two week's pay when the station closed its financial year recently. W. H. Lancaster, president and general manager, announced the bonus at a staff dinner at the Johnson City Country Club.

ANNOUNCERS Charlie Buck and Tom Cafferty of KDYL, Salt Lake City, covering Utah's annual "Covered Wagon Days" rodeo dressed in western garb for the occasion were invited to ride stock in the grand entrance parade. Leo Cramer, rodeo chief, introduced them to the 5,000 spectators and complimented KDYL's coverage of the event.

WMBD, Peoria, is distributing an old fashioned round robin letter to staff members in the armed forces which include letters received at the station, notes, and snapshots.

KNX, Hollywood, has started a monthly news letter for more than 50 former employes now in the armed forces.

AWARDS of the *Sporting News*, St. Louis baseball periodical, to top 1941 baseball announcers on the Pacific Coast as decided by the paper's annual poll, were made July 29 by Publisher Taylor Spink. Mr. Spink flew to the Coast to present the trophies to Hal Berger of KMPC, Beverly Hills, Cal., and to Mike Frankovich, KFAC, Los Angeles. Binnie Barnes, screen actress, accepted the award on behalf of her husband, Frankovich, who is now away in the Army.

WNAX, Sioux City, Ia., entered the publication field in July with its first monthly issue of *WNAX-tra*. Publication features pictures and story material on grocers, product displays, territory representatives and WNAX schedules. It is distributed to 2,500 retailers and wholesalers in the station's territory.

WDNC, Durham, N. C., now awards War Stamps to listeners for most constructive criticism received in answer to the question, *What do you think of WDNC?* Transcribed excerpts from the station's most popular programs are presented on each broadcast which is a daily feature for the attention of the housewife.

KSTP, Minneapolis, distributes *Ye Little Newse Sheete*, a weekly multigraphed bulletin, to former employes in the armed forces. The four-page letter of station gossip is edited by Corrine Jordan.

KUOA, Siloam Springs, Ark., is now presenting *The Ozarks at War* under the direction of Storm Whaley, station manager. Program covers all phases of the war effort and puts local interpretation on many pleas being made in connection with civilian support.

KLZ, Denver, had requests for 56,000 strip tickets for its recent seventh annual free picnic at Lakeside amusement park. Built for a week with spot announcements, and street car signs, the affair offered free show of KLZ talent, dancing, reduced rates on rides.

CHICAGO servicemen stationed at Camp Wolters, Tex., are interviewed on *Camp Wolters Calling*, weekly quarter-hour program transcribed at the camp by the public relations office broadcast on WGN, Chicago, for parents and friends of the men at home. Music for the program is furnished by the reception center orchestra of the camp.

IN KEEPING with the recently established policy to roadshow sustainers for sponsor consideration, NBC on Aug. 1 shifts its weekly half-hour Hollywood audience participation program, *Noah Webster Says*, to Chicago, with New York origination scheduled for Aug. 8. Program features contestants in defining words. Haven MacQuarrie acts as word master, Prof. Charles Frederick Lindsley is judge with Webster's dictionary as final authority.

WCED, DuBois, Pa., is presenting *WCED—Avenue Theatre Bonderee*, a variety show from the stage of a local theatre urging the purchase of war savings.

WGN, Chicago, during August is using a special station break, "This is WGN. Fly for Navy," as part of the station's recruiting efforts for Navy Aviation Cadets.

EVENING HOUR network station rate for WSGN, Birmingham, BLUE affiliate, will be increased from $140 to $160, effective Sept. 1. Current advertisers will receive the usual protection.

Picture of a radio sponsor getting ideas

PRINTERS' INK stimulates the thinking of advertisers and agencies with new ideas.

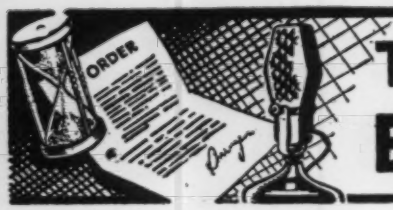
"Tuning in" this inspirational "show" are the advertising, management and sales executives who control the nation's largest advertising budgets. Some turn to PRINTERS' INK for new methods of merchandising radio programs to dealers. Others want ideas to make commercials more productive. Others want new radio testing techniques. Over all is their general interest in *all new merchandising and advertising ideas.*

Your ideas on *your market* and *station* can be advanced with more force and effectivenes when they have the advantage of an introduction by PRINTERS' INK. The broadcasters listed here are using it. You can, too, for as little as $40. per one-sixth page on a 13-time schedule.

Radio networks and stations using Printers' Ink during the first seven months of 1942

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING CO.
NATIONAL BROADCASTING CO.
N.B.C. SPOT AND LOCAL SALES
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
KDKA, PITTSBURGH
KMOX, ST. LOUIS
KNX, LOS ANGELES
KRNT, DES MOINES
KSO, DES MOINES
KYW, PHILADELPHIA
WABC, NEW YORK
WBT, CHARLOTTE
WBZ-WBZA, BOSTON
WCAE, PITTSBURGH
WCCO, MINNEAPOLIS
WCOP, BOSTON
WDRC, HARTFORD
WEAF, NEW YORK
WEEI, BOSTON
WEVD, NEW YORK
WFIL, PHILADELPHIA
WGAR, CLEVELAND
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WJR, DETROIT
WJSV, WASHINGTON
WJZ, NEW YORK
WKBW, BUFFALO
WLIB, NEW YORK
WLS, CHICAGO
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIOUX CITY-YANKTON
WOR, NEW YORK
WORL, BOSTON
WOW, OMAHA
WOWO, FORT WAYNE
WRNL, RICHMOND
WSGN, BIRMINGHAM
WSM, NASHVILLE
WTAM, CLEVELAND
WTAR, NORFOLK
WWL, NEW ORLEANS

PRINTERS' INK
The Weekly Magazine of Advertising, Management and Sales
185 MADISON AVENUE • NEW YORK, N. Y.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WINS, New York

Baltimore Gospel Tabernacle, Baltimore, weekly *sp*, 52 weeks, thru Fred Wellman Adv., Chicago.

Lamont Forbes Co., Jersey City (La Cumba Cordial and Cocktail), 12 *sa* weekly, 13 weeks, thru Nachman & Co., N. Y.

Martin J. Pollak Inc. (*Soldiers' Souvenir Handbook*), 12 *ta* weekly, indef., thru Emil Mogul Co., N. Y.

Chamberlain Technical School, New York (trade school), 12 *sp* weekly, 13 weeks, thru Reiss Adv., N. Y.

Ironized Yeast Co., New York, 12 *ta* weekly, 11 weeks, thru Ruthrauff & Ryan, N. Y.

Luxor Hotel & Baths, New York, weekly *sp*, 13 weeks, thru Arthur Rosenberg Co., N. Y.

Old Country Trotting Ass'n, Mineola, N. Y. (races), 6 *sa* weekly, 12 weeks, thru M. H. Hackett, N. Y.

Queens Midtown Tunnel, New York, 6 *sa* weekly, 7 weeks, thru Grey Adv., N. Y.

Rum & Maple Tobacco Corp., New York R & M, Three Squires), 6 *sa* weekly, 1 week, thru Raymond Spector Co., N. Y.

Stanback Co., Salisbury, N. C. (proprietary), 40 *sa* weekly 52 weeks, thru Klinger Adv., N. Y.

Superior Agencies, New York, 3 *sp* weekly, 13 weeks, thru Klinger Adv., N. Y.

Goshen Mile Track Assn., Goshen, N. Y. (races), 18 *sa* weekly, 2 weeks, direct.

Christian Radio Home & Gospel Church, Jersey City, 7 *sp* weekly, 13 weeks, direct.

Brookdale Baptist Church, Jersey City, weekly *sp*, 52 weeks, direct.

KPO, San Francisco

California Grown Sugar Group, San Francisco (beet sugar), 2 *sa* weekly, thru McCann Erickson, San Francisco.

Acme Breweries, San Francisco, 5 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.

Mentholatum Co., Wilmington, Del., 4 *sa* weekly, thru Dillard Jacobs Agency, Atlanta.

Curtis Pub. Co., Philadelphia (*Satevepost*) 3 *sa* weekly, thru BBDO, N. Y.

Langendorf United Bakeries, San Francisco, 176 *sa*, thru Ruthrauff & Ryan, San Francisco.

Kellogg Co., Battle Creek (Rice Krispies), 6 *sa* weekly, thru J. Walter Thompson Co., Chicago.

Johnson & Johnson, Brunswick, N. J. (first aid kits) 3 *sa* weekly, thru Young & Rubicam, N. Y.

Metro Goldwyn Mayer, New York (motion pictures), 4 *sa* thru Donahue & Coe, N. Y.

WIND, Chicago-Gary

Empire Diamond Co., Jefferson, Ia., 6 *sp* weekly, thru Lessing Adv. Agency, Des Moines.

Illinois Bell Telephone Co., Chicago, 15 *sa* weekly, 4 weeks, thru N. W. Ayer & Son, N. Y.

Fred Kohler, Chicago (wrestling promotion), 6 *sa* weekly, 8 weeks, placed direct.

Metro-Goldwyn-Mayer, New York (Mrs. Miniver), 8 *sa*, thru Donahue & Co., N. Y.

Herald American, Chicago (newspaper), 6 *sa*, thru Rozell & Jacobs, Chicago.

Daily News, Chicago (newspaper), 6 *sa*, direct.

KFEL, Denver

National Biscuit Co., New York (Shreddies), 10 *ta* weekly, 13 weeks, thru Federal Adv. Agency, N. Y.

Beneficial Casualty Co., Los Angeles, 7 *ne* weekly, thru Stodel Adv. Agency, Los Angeles.

WGY, Schenectady, N. Y.

Procter & Gamble Co., Cincinnati (Duz), *ta* weekly, 26 weeks, thru Compton Adv. Agency, N. Y.

Firestone Tire & Rubber Co., Akron, *sa* weekly, 13 weeks, thru Sweeney & James, Cleveland.

Olson Rug Co., Chicago, *sa* weekly, 52 weeks, thru Presba, Fellers & Presba, Chicago.

Kellogg Co., Battle Creek, Mich. (Corn Flakes), *ta* weekly, 13 weeks, thru J. Walter Thompson Co., Chicago.

Allis-Chalmers Mfg. Co., Milwaukee, *sa* weekly, 10 weeks, thru Bert Gittins, Milwaukee.

Readers Digest Assoc., Pleasantville, N. Y., *sa* weekly, 13 weeks, thru BBDO, N. Y.

Johnson & Johnson, New Brunswick, N. J. (first aid kits), *sa* weekly, 16 weeks, thru Young & Rubicam, N. Y.

American Chicle Co., New York (Dentyne), *sp* weekly and *ta*, 16 weeks, thru Badger & Browning, N. Y.

Lever Bros., Cambridge (Vimms), *sa* weekly, 16 weeks, thru BBDO, N. Y.

Lever Bros., Cambridge (Swan Soap), *sa* weekly, 13 weeks, thru Young & Rubicam, N. Y.

Lever Bros., Cambridge (Lifebuoy), *ta* weekly, 21 weeks, thru Ruthrauff & Ryan, N. Y.

Marlin Firearms, New Haven (razor blades), *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.

N. Y. Telephone Co., New York, *ta* weekly, 4 weeks, thru BBDO, N. Y.

Great Atlantic & Pacific Tea Co., Albany, N. Y. (fresh peaches), *sa* weekly, 4 weeks, thru Paris & Peart, N. Y.

KHJ, Hollywood

Bohemian Distributing Co., Los Angeles (Acme beer), 12 *ta* weekly, thru Brisacher, Davis & Staff, Los Angeles.

Scudder Food Products Inc., Monterey Park, Cal. (potato chips, peanut butter), 5 *sa* weekly, thru Brisacher, Davis & Staff, Los Angeles.

American Cigarette & Cigar Co., New York (Pall Mall), 235 *ta*, thru Ruthrauff & Ryan, N. Y.

Lomax & Malgaard Co., San Francisco (Dr. Hamilton's dog food), 5 *sp*, 4 *sa* weekly, thru Frederick Seid Adv. Agency, San Francisco.

Lyon Van & Storage Co., Los Angeles (moving, storage), 5 *sa* weekly, thru BBDO, Hollywood.

WJJD, Chicago

Evans Fur Co., Chicago (retail furs), 1 *sp* weekly, 13 weeks, thru State Adv. Agency, Chicago.

Illinois Bell Telephone Co., Chicago, 15 *sa* weekly, 4 weeks, N. W. Ayer & Son, N. Y.

Pollack & Neelson, Chicago (clothing), 6 *sa* weekly, 52 weeks, thru Irving Rocklin & Assoc., Chicago.

Herald American, Chicago (newspaper), 6 *sa*, thru Bozell & Jacobs, Chicago.

CHEX, Peterborough, Ont.

Wonder Bakeries, Toronto, 52 *sa*, thru J. J. Gibbons, Toronto.

WBBM, Chicago

Miles Labs., Elkhart, Ind. (Alka Seltzer), 6 *sa* weekly, 52 weeks, thru Wade Adv. Agency, Chicago.

Great Atlantic & Pacific Tea Co., Chicago, 6 *sa* weekly, 2 weeks, thru Paris & Peart, N. Y.

National Biscuit Co., New York (Shredded Wheat), 8 *sa*, thru Federal Adv. Agency, N. Y.

Grove Labs., St. Louis (quinine, vitamins), 6 *sp* weekly, 22 weeks, thru Russel M. Seeds Co., Chicago.

WHN, New York

United Inst. of Aeronautics (technical trade school), 3 *ne* weekly, 6 weeks, thru J. R. Kupsick Adv., N. Y.

Carter Products, New York (Arrid), *sa*, 17 weeks, thru Small & Seiffer, N. Y.

Ironized Yeast Co., New York, *sa*, 3 weeks, thru Ruthrauff & Ryan, N. Y.

WJZ, New York

Consolidated Edison Co., New York (dimout rules), 7 *sa* weekly, thru BBDO, N. Y.

American Chicle Co., Long Island City, N. Y. (Dentyne Gum), 4 *ta* weekly, 13 weeks, thru Badger, Browning & Hersey, N. Y.

WABC, New York

Penn Tobacco Co., Wilkes-Barre, Pa. (Julep cigarettes, Willoughby Smoking Tobacco), 3 *sp* weekly, thru H. M. Kiesewetter Adv. Agency, N. Y.

New York State Savings Bank Assn., New York, 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

WWRL, New York

Roxy Theater, New York ("They All Kissed the Bride"), 19 *sa*, 3 days, thru Kayton-Spiero, N. Y.

WNEW, New York

Marlin Firearms Co., New York (Marlin razor blades), 3 *t* weekly, thru Craven & Hedrick, N. Y.

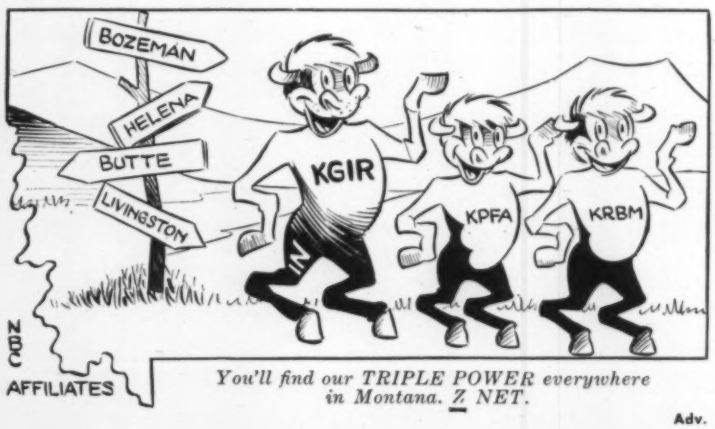
I. J. Fox, New York (furs), 32 *sa* weekly, 6 weeks, plus 12 *t* weekly, direct.

WMAQ, Chicago

Marlin Firearms, New York (Marlin razor blades), 39 *ta*, 13 weeks, thru Craven & Hedrick, N. Y.

Aircraft Prospect

CHESTER J. LAROCHE, New York board chairman of Young & Rubicam, is currently on the West Coast for conferences with Tom Girdler, head of Consolidated Aircraft, San Diego, on a national advertising campaign. It is understood radio will be included.



You'll find our TRIPLE POWER everywhere in Montana. Z NET.

Adv.

Food Forum Goes To WOR in Shift

Quarter-Hour Program on WHN Plugs 15 Food Products

AMERICAN INSTITUTE of Food Products, New York, broker for food manufacturers and dealers, will shift *The Food Forum* from WHN to WOR, New York, effective Sept. 28. The program currently is aired on WHN for 15 food products produced by Institute member advertisers. Line-up of sponsors for the show when it moves to WOR has not been announced. It will be presented Mon. thru Fri., 4:30-5 p.m.

Heard on WHN for the past three years, and previously on WMCA, the show will retain its regular format, featuring information on food and nutrition. Program is conducted by Dr. Walter H. Eddy, Institute president, and now expert consultant in the Office of the Quartermaster General, U. S. Army, and by Miss Ella Mason, economics director of the Institute.

Receive Door Prizes

At each broadcast members of the studio audience receive "Wealth of Health" baskets and "door prizes" consisting of samples of the sponsors' products. Audience is invited to taste the products and give their reactions.

Current WHN sponsors and their products are: Albert Ehlers, Inc., Brooklyn (coffee & tea); Best Foods, New York (Hellman's Real Mayonnaise, Wholesome New Nucoa); I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup Mixture); Major Vitamins, New York (Major B Brand Vitamin B Complex Tablets); Philadelphia Dairy Products Co., Phila. (Aristocrat, Darlene Ice Cream); Rose Mill, Milford, Conn. (Rose Mill Pate); Dif Corp., Garwood, N. J. (hand cleaner, washing powder); Mother Hubbard Products, New York (Golden Center Toasted Wheat Germ); B. Meier & Co., New York, Dist. (Broadcast Redi-Meat); Treat Co., Brooklyn (potato chips); and Sodus Creamery Corp., Long Island City (creamed cottage cheese).

WOR's Best July

TOTAL SALES volume for July on WOR, New York, represented the best July in the station's history, with 33 new accounts accounting for 40% of the sales volume, or two and a half times better than the station's new business record for the same month last year. This report by WOR follows the announcement [BROADCASTING, July 27] that 201 acounts had bought time on the station during the first six months of 1942. In view of the increase, five WOR salesmen are receiving bonuses for surpassing their own quotas for the past quarter. They are Otis P. Williams, Robert Wood, Victor Bennett, John Nell and John Shelton.

Radio Advertisers

INTERSTATE BAKERIES Corp., Kansas City (Butternut bread), on Sept. 22 starts sponsorship of *Todd Hunter & the News*, twice-weekly quarter-hour on WBBM, Chicago. This is in addition to present thrice-weekly sponsorship of *Donald McGibney & the News* on WBBM. Agency is Potts, Calkins & Holden, Kansas City.

QUAKER CHEMICAL PRODUCTS Corp. for Hygenized Process becomes the fourth account to sponsor *Pegeen Prefers*, thrice-weekly series heard over WOR beginning Sept. 9. Agency is Alvin Gardner Co.

BECKMAN FUR STORE, Los Angeles (retail), in pre-fall campaign which started July 30, is sponsoring a weekly quarter-hour of Latin-American music on KNX, Hollywood. Firm also sponsors a weekly five-minute newscast by Knox Manning on that station. Agency is Glasser-Gailey & Co., Los Angeles.

PET MILK SALES Corp., St. Louis (Evaporated milk), in a 52-week campaign starting Aug. 11 will sponsor the quarter-hour transcribed program, *Mary Lee Taylor*, twice-weekly on KFI, Los Angeles. Agency is Gardner Adv. Co., St. Louis.

CENTRAL WINERY Inc., Fresno, Cal. (Lango wine), in a 13-week campaign which started July 22 is using 15 spot announcements weekly on KFWB, Hollywood. Gerald F. Thomas Adv. Corp., Fresno, has the account.

LOMAX & MALGAARD Co., San Francisco (Dr. Hamilton's dog food), in a campaign which started Aug. 3 is using four spot announcements per week on KHJ, Hollywood, and in addition participation two and three times weekly in the *Eddie Albright* program and Norma Young's *Happy Homes* on that station. Contracts are for 52 weeks. Firm also sponsors participation in home economic and news programs and utilizes spot announcements on KSRO KJBS KROY KFRE KGDM. Frederick Seid Adv. Agency, San Francisco, has the account.

PUREX Corp., Los Angeles (bleaching solution), in a brief San Francisco campaign which started Aug. 3 is currently using from two to five spot announcements per week on KFRC KPO KGO. Agency is Lord & Thomas, Los Angeles.

UNITED INSTITUTE of Aeronautics, Hoboken, N. J. (technical trade school), currently sponsoring *Newsreel Theatre of the Air* thrice-weekly on WHN, New York, has signed a six-week contract for George Hamilton Combs Jr., news commentator, for three evening periods weekly on the same station. Agency is J. R. Kupsick, New York.

NORRIS STAMPING & MFG. Co., Vernon, Cal., in cooperation with the Treasury, sponsors a Sunday afternoon half-hour program, *United We Sing*, on KNX, Hollywood, beginning Aug. 9. Plugging War Bonds and Stamps, the community sing includes three persons from the audience who guess tunes played by the orchestra. Art Baker is m.c. and Lud Gluskin conducts the orchestra. Sterling Tracy is producer. Agency is Heintz Pickering & Co., Los Angeles.

ATLAS BREWING Corp., Chicago (beer), has started participating sponsorship of Clem McCarthy's *Sport of Kings* on WAIT, Chicago, with a quarter-hour of race summaries and description of daily feature race six days a week. Arthur Meyerhoff & Co., Chicago, is agency.

DR. HESSAND CLARK, through N. W. Ayer Agency, Chicago, has contracted for 156 five-minute programs on KLZ, Denver on behalf of livestock and poultry remedies. Presented three mornings weekly, the programs feature Smilin' Ed McConnell.

SOUTHWESTERN GAS & ELECTRIC Co. has renewed for third year through June 30, 1943 *Reddy Kilowatt* ten-minute news program thrice weekly over KWKH, Shreveport.

CHATTANOOGA ELECTRIC Power Board will sponsor *Flying for Freedom*, NBC Radio-Recording Division transcribed series, on WDOD, Chattanooga, Tenn. In line with the tendency of local stores to use recorded series, *Betty and Bob* has been renewed for the second 13 weeks by WROL, Knoxville, Tenn. and WCHS, Charleston, W. Va., in behalf of grocery stores for 65 programs. Foley Department Store will sponsor 156 programs of *Let's Take a Look in Your Mirror* on KPRC, Houston, Tex. KOBH, Rapid City, S. D. has signed for 13 transcriptions by Ted Steele and Grace Albert.

McKESSON & ROBBINS, Bridgeport, Conn., will sponsor Arthur Van Horn's *Transradio News* period on WOR, New York, twice weekly, for Calox Tooth Powder starting Sept. 15. J. D. Tarcher & Co., New York, handles the account.

JORDAN MARCH Co., Boston department store, has placed a series of 15 minute programs with WORL, Boston, to be heard twice weekly on Bob Perry's *920 Club*. Music, short talks and fashion hints are featured. John C. Dowd, Boston, is agency.

ALL ABOUT SPOTS

SEND FOR FREE COPY

SPOT BROADCASTING FOR SALES

JOHN BLAIR & COMPANY
NATIONAL RADIO STATION REPRESENTATIVES
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES

news

WAGA, The Blue Ribbon Station of the South, is doing a job for the news-hungry in Atlanta. In addition to full-leased radio wire service from United Press, WAGA carries Associated Press dispatches originated by The Blue Network. Morgan Beatty, Earl Godwin, Hillman & Lindley and other distinguished names in newscasting are introduced to Atlantans by The Blue Ribbon Station.

WAGA ATLANTA, GA.

"THE BLUE RIBBON STATION OF THE SOUTH"

NBC Blue . . . Blair Represents Us Nationally

V IS FOR VICTORY, or if you're riding the elevators of the Roosevelt Hotel, New Orleans, it means the studios of WWL. The station personnel has acquired the habit of giving the two-fingered victory sign instead of calling for the second floor of WWL. The elevator operators, recently hired and all over 65, don't take passengers to the wrong floor when the sign language is used.

TOTAL of 130 NBC staff members, excluding members of affiliate stations, joined the armed forces in July, raising the total of NBC men in service to 332.

Guestitorial

(Continued from page 32)

too much emphasis, I can agree with many of the contentions within the article. Much of the advertising on the air is repetitious, boresome, and juvenile. That was my belief before I started writing for radio; and it has not changed to date. But I cannot join with Mr. Littell in passing a blanket judgment on the radio field as a whole, merely on the basis of what a so-called survey seems to bring to light. Nor would I say that erratic advertising is limited to the radio field alone.

But passing by Mr. Littell and the *Reader's Digest*, with their over-presumptuous survey, examine the state of affairs for a moment which, no doubt, are likely responsible for the violent assertions made. Like Mr. Littell, I am but one person, responsible only for my own views . . .

I am not bothered as much be the quality of radio commercials as by their length and wordiness. There is far, far too much repetition in advertising copy. Radio writers neglect to give their listeners credit for an average quota of intelligence. Once a point is made, simply and honestly, it need not be gone over again and again for effect. In fact, any force a statement has at first utterance is lost in aimless repetion. The best example of the error of repetition can be found in those five minute commercial transcriptions used on the air, spots that could be made just as effective, probably more so, if cut down to one minute, preferably less. And not content with the going-over given the copy by the transcribed voice, the client or agency sends along a paragraph or two for the station announcer to tack on, repeating what has already been dulled by an over-ambitious gift of gab. That, definitely, is not smart salesmanship.

Then, too, in live commercials, some of the less important advertisers, working with limited budgets, seem to assume that they have to realize as much for their money as possible; but they consider only the length of the copy, not its quality. And their vision is just about as limited as their budget. They fail to observe that a forceful 100-worder is worth infinitely more to them than a spot that rambles on and on, evading the point rather than stating it in a business-like manner. Advertisers, in a way of speaking, are actually calling on people in their homes. They should learn the courtesy of stating their business and going on their way in the shortest time possible.

Big Shows, Too!

But let this point be made clear. Bad copy is, by no means, limited to small stations. In fact, I have heard commercial copy on the big network shows that almost made me feel ashamed of and for radio. I have read agency copy that would make a conscientious high school boy shudder, some of it with a 75-word opening sentence, much of it relying upon trumped-up assertions for effect, all of it taking far too much time to get to the point.

I believe the unique attraction of the music spot has been blighted by overuse. Advertisers are riding the medium to death. There seems to be too much "keeping up with the Joneses" in radio. More effort should be made not only to keep up with the Joneses—but to surpass them. In short, instead of copying threadbare ideas and appropriating tawdry attention-getting stunts, advertisers should try to exercise a little originality and freshness. Surely, in a field as vast and young as radio, there can be found enough material so that outmoded ideas don't have to be rehashed and warmed over. Surely, in such a field, there can be found enough men with fresh ideas of their own.

Brief, Forceful Copy

If I were an advertiser, sponsoring, for example, one of the daytime serials, I'd ask that copy be limited to brief, forceful spots of perhaps 40 seconds each, before and after the program proper. I'd have no such sickening cooked-up conversations as are carried on now between two drooling housewives. They tell me it sells the product; but, even so, it's just a new way of selling a bill of goods in a manner reminiscent of the old medicine show days. And from what I observe, it appears that listeners are weary of being fed exorbitant claims for advertised products. They'd be much more receptive if the sponsor would take his product down from its magic pedestal and introduce it as a simple, handy, worthwhile aid to everyday comfort and convenience. Obviously, certain radio writers have assumed that they were to write an actual drama around their product, being told to dramatize their wares.

Very often, too, in all forms of sales copy—not limited to radio alone—the patriotic motive for buying is distorted, stretched, hamstrung, exaggerated, and otherwise used as a commercial tool. I was never one to demonstrate my patriotism in a loud and blatant manner; but it does disgust me to find advertisers preying upon the natural upsweep of patriotism in wartime.

Economy of Wordage

I believe that all-around economy produces more good radio copy than any other factor. Economy of wordage, economy of claims and assertions, economy of time. Decide on the point to be made—the one and only point—and make it. Clip those words off with a sure, clean stroke. The listener—the average listener—doesn't have to be walloped with a verbal sledge hammer or frightened into his second childhood by siren-sharp caterwauling. An advertiser who, in his own mind, has faith in his product, should have faith as well in the ability of his prospective customer to recognize its worth.

That, God and Mr. Littell willing, should make way for better radio listening and better sales results.

Buzz in WIND

APIOLOGY was one subject engineers in the transmitter of WIND, Chicago-Gary, were wishing they had studied when a swarm of bees took over one of the tuning houses recently. After four days of tenancy, the bees were dislodged by a bee expert.

WHAT THEY HEAR IN MEMPHIS

Hooper Station Listening Index • May-June, 1942

15,777 Coincidental Calls	STATION "A" Network	STATION "B" Network	WHBQ Independent	STATION "D" Network
Mon. thru Fri. 8:00-12:00 Morning	36.9	34.4	**14.2**	14.5
Mon. thru Fri. 12:00-6:00 Afternoon	49.6	26.3	**15.0**	8.8
Sun. thru Sat. 6:00-10:30 Night	42.7	35.4	**12.3**	9.0

Here's the Best Radio Buy in the South's Best City: TIME SIGNALS* 2 30-word announcements—morning, noon and evening, $320 a month, on year's contract. *Placed immediately before or after regularly scheduled newscasts. Phone or wire Manager E. A. Alburty direct . . . he'll pay.

WHBQ MEMPHIS

NEWS Every Hour On the Hour

That Certain Something

Experienced advertisers know that some stations have the ability to do an unbelievable selling job, while other stations never make the grade. WAIR is one of the outstanding money-making stations of America.

WAIR

Winston-Salem, North Carolina

INS Breaks Story On Spy Sentence

NEWS EDITORS faced a knotty problem last Friday morning when INS put on the wire at 8:13 an exclusive story announcing that the President had affirmed the findings of the military commission that tried eight alleged Nazi saboteurs. The story stated that six of the eight would die by sundown and was carried by INS station as well as newspaper clients.

The story was cleared through both the press and radio branches of the Office of Censorship. This clearance, of course, merely rules that the story is not "censorable".

About 9:50 that morning, AP and UP carried stories from the White House that the President had not yet finished studying the evidence. At his 10:30 press conference the President, in reply to inquiries, said he had not yet rendered his decision, which Washington correspondents had been awaiting eagerly for days.

CBS put on the flash at 8:14 a.m., just as received from INS. NBC carried it at 8:35 after checking it with the Office of Censorship and with the NBC Washington news bureau. It also was announced by NBC between 9 and 10 a.m. on WEAF and network news programs. The BLUE put on the bulletin at 8:53 via bulletin on WJZ and on the network as part of a news program originating in Chicago but not heard on WJZ.

MBS said Friday that it had not carried the story as it does not get INS service and understood that "news editors should hold it up for release by the White House."

Heiney Promoted

JOHN HEINEY, former promotion manager of WJSV, Washington, has been promoted to acting program director as a replacement for Richard Lindkroum, now in the Navy. Heiney is the originator and part owner of *Professor Quiz*. Before joining the station, he was in the *Washington Post* promotion department for five years. Earlier, he was with the U. S. Chamber of Commerce.

Petrillo and Justice

(*Continued from page 7*)

a postponement," Mr. Padway said.

"We seriously object to the Government's obtaining this order without notice and also object seriously to any extensive delay. Evidently, the Government suit must be extremely questionable when they show no desire to press their motion.

"In fact, we think the suit was brought by Arnold to test out some of his pet economic theories which have been repeatedly repudiated by the Supreme Court.

"All the musicians union of 140,000 members is endeavoring to do is to prevent unemployment."

Capital vs. Labor!

Mr. Padway charged that while the AFM had to fight to keep its members off relief, "the record manufacturers are becoming fabulously rich without sharing a just portion of their profits with the hard-working musicians."

Though some rumors were afloat that the Dept. of Justice never intended to prosecute the AFM case, these were quickly proved false as the Department invited industry elements to a Saturday morning meeting. Material for affidavits was presented at this session and groundwork was laid for the Sept. 16 hearing in Chicago.

Arnold Handling Personally

Further shattering these rumors was indication by the Justice Department that Thurman Arnold, Assistant Attorney General and head of the Anti-Trust Division, would appear personally at the Sept. 16 hearing in Chicago. Supporting him will be Holmes Baldridge, chief of the Anti-Trust Division's litigation section, and Victor O. Waters, Special Assistant to the Attorney General, who handled the ASCAP and BMI consent decrees, as well as Mr. Britt. Mr. Waters was detained in the Department in Washington last week to work on the AFM case despite the pressure of business at the department's New Orleans office where he is in charge.

Among those slated to attend the Saturday morning conference, along with other industry representatives, were Neville Miller, NAB president, and Sidney Kaye, special copyright counsel for the NAB. Representing National Independent Broadcasters were Edwin M. Spence, NIB managing director and secretary-treasurer, and Andrew W. Bennett, general counsel.

'Made Work' Precedents

While the Department faces legal obstacles on the "made work" issue because of Supreme Court rulings in the hod carriers and truck drivers cases, it is understood to have developed an impressive case for presentation at the Sept. 16 hearing.

A recent ruling by Judge Goddard in the U. S. District Court for the Southern District of New York, is believed to support the Department's claim that the AFM has been guilty under the Sherman Act. Judge Goddard's ruling July 23, in a case where a union tried to prevail upon a motion picture distributor not to distribute films to theaters using non-union help, held the union was perpetrating a "reverse secondary boycott".

The department is understood to see definite hope of clearing legal confusion over the "made work" issue by means of the AFM recording ban. Though many anti-trust suits have been filed under criminal provisions of the Sherman Act, filing of a civil suit offers opportunity to get the case before the U. S. Supreme Court. Moreover, the AFM case is said to involve an effort to destroy an entire industry whereas the cases on which the Supreme Court has ruled in the past involved merely efforts to get concessions for labor.

One-Time Only

As the Aug. 1 AFM disc ban went into effect, both advertisers and agencies expressed confusion over Petrillo's statement in his letter to Elmer Davis indicating AFM sanction for music transcribed for transcriptions played only once.

In a leter to the American Assn. of Advertising Agencies, Petrillo, answering an inquiry, stated:

"The Federation at this time has no objections to the making of transcriptions as outlined in your letter. However, in order to avoid any confusion in the future, it is necessary that you submit a request for permission to this office each time a transcribed musical program is to be made."

Ou Aug. 5 the national office of the AFM in New York told George S. McMillan, secretary of the Assn. of National Advertisers, that:

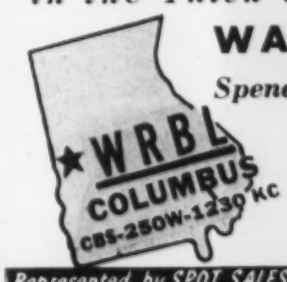
"The AFM would at its discretion permit its members to make transcriptions for commercial broadcasts providing such recordings are played but once and then destroyed.

"Each individual request should come through the recording companies and the master disc filed with AFM headquarters in New York at 1540 Broadway, or Chicago at 175 W. Washington St., or assurance given that it (the disc) will be destroyed."

The AAAA and ANA were un-

(*Continued on page 46*)

in the Thick of **WAR** *Spending*



Represented by SPOT SALES Inc.

Salt Lake City gains 16% in population

SINCE 1940 CENSUS

★

Reach this active growing market through the station people listen to most . . .

KDYL

The POPULAR *Station*

JOHN BLAIR & COMPANY

UTAH'S ONLY NBC STATION

XUM

ESSO TO PROMOTE 'CARE SAVES WEAR'

FACED with the gasoline problem and the resultant decrease in service to motorists, Esso dealers in the eastern territory covered by Standard Oil Co. of New Jersey on Aug. 15 will start receiving special promotional material for the Esso "Care Saves Wear" campaign to be promoted on the *Esso Reporter* newscasts and in newspapers.

The copy will stress Esso's newest dealer service to motorists interested in getting extra miles from their tires—a tire tread depth gauge which measures the maximum number of miles still obtainable with a set of tires, if properly serviced.

Esso Marketers has renewed for 13 weeks its newscasts heard every hour on the all-night all-music show *Say It With Music* on WJZ, New York. The news programs, are the only spoken word on the show, presented seven - times weekly, 1-7 a.m. Renewal was effective Aug. 3. Agency in charge of the *Esso Reporter* programs is Marschalk & Pratt, New York.

Utility Dimout Series

DIMOUT regulations are stressed in seven - weekly anouncements placed on WJZ, New York by Consolidated Edison Co., New York. Edison asks New Yorkers to "keep light where it belongs as an aid to your eyes, instead of to the enemy". BBDO handles the account.

KSTP AND FT. SNELLING shared honors with a spectacular military float that led the recent Minneapolis Aquatennial parades. Later the coronation ceremonies of the annual summer sports and fun festival were transcribed by the KSTP engineering staff for reprocessing and distribution by the War Dept., at the cost of the Aquatennial, to all camps where Minneapolis soldiers are stationed. Float also called attention to the *Army Hour* carried by KSTP.

War Silences Advertising Critics

(*Continued from page 12*)

advertising program to build up production speed, factory morale, or to support civilian defense, anti-sabotage and other similar activities, but agencies working in these fields have welcomed all the free institutional advertising copy they could get. In fact, WPB set up a special promotion unit to handle a program designed to increase war production, and many advertisers have worked this theme into their copy.

While advertising is getting its first real break in years from the Government, it has less and less of the things it normally sells.

From the priorities standpoint, media which sell advertising time and space have not yet experienced the dire conditions predicted at the beginning of the war. Although some of their raw materials have been curtailed, the curtailment has not approached that in other industries.

Were it inclined, OPA could cut advertising revenues by manipulating price control regulations and schedules. Thus far OPA has followed the assurances given by Mr. Henderson, but there has been no specific test on the question whether advertising expenditures would be squeezed in an effort to keep prices down in a specific instance.

Bread, which supports a healthy chunk of national and local advertising, is a good example of this situation. Prices bakers can charge for bread have been frozen at March levels, but the prices they must pay for their raw materials and labor are free to go skyward. Eventually the squeeze will force bakers to petition OPA for relief. Then the question will be whether OPA will provide relief or tell them to eliminate advertising as one way to ease the squeeze.

In addition, OPA still has on its staff some who would like to standardize consumer goods and label them with Government grades —two activities widely regarded as inimical to the best interests of advertising. In fact, a recent price control schedule for meats includes a provision requiring packers to put Government grade labels on all the meats they sell.

Consumer Experts

OPA's Consumers Division, which always has been considered the hot-bed of anti-advertising influences in the war effort, also has turned to advertising in an effort to tell consumers what the war is about. The division has established a Commercial Relations Bureau, staffed with men like Wroe Alderson, of Curtis Publishing Co., Victor M. Ratner, formerly with CBS and latterly with Lord & Thomas, and William H. Wells, formerly with a book publishing firm.

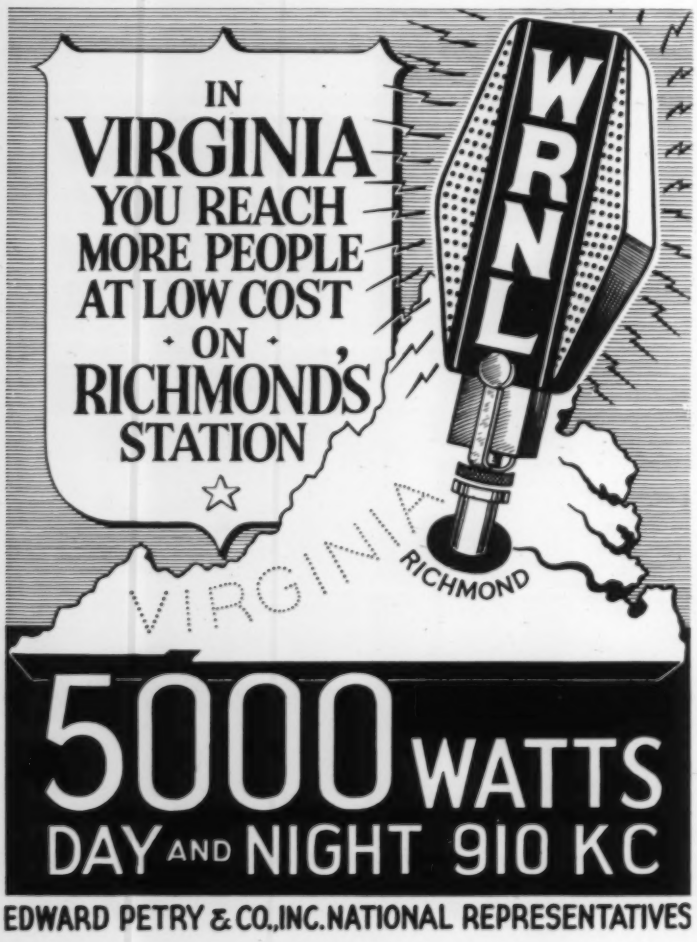
Another agency, which will make extensive use of the advertising industry's facilities, is the Office of War Information. Its Bureau of Campaigns which this week takes over former NBC Advertising Chief Ken Dyke's advertising unit of the old Office of Facts & Figures [BROADCASTING, July 20], and is specifically charged to work with all existing advertising media [see page 12].

A survey of Washington advertising trends is not complete without reference to the reassuring message recently sent by President Roosevelt to the Advertising Federation of America convention or the recent statements made by the Commerce Dept. showing what it has done to promote good relations between Government and advertising.

The former is regarded as being in line with the President's effort to promote unity while winning the war is the major task before the country, while the latter is nothing more than a reiteration of an attitude that always has prevailed at the Commerce Department. However, in normal times, Commerce has never exerted much influence against efforts of more vigorous agencies to institute reform campaigns.

KRIC Loses Four

KRIC, Beaumont, lost four men to the Army in four days: Joe Trum, program director to Army Air Forces; Hoyt Wertz and Craig Lawson, announcers, to Army Air Forces, and Jesse Trail, engineer, to Signal Corps.



"It took those eggs at WFDF Flint Mich. to hatch this idea!"

The Other Fellow's Viewpoint

Bullseye!

EDITOR, BROADCASTING:

I was greatly interested in your census total for *radio homes as of 1940*, published in your current issue, Aug 3, though a little behind the facts.

In our January issue of 1940, we estimated radio homes to be 28,700,000 as of Jan. 1, 1940. I also supplied this figure to your Yearbook compilation.

The *figure published by us and by you in 1940, was actually within one-half of one per cent* of the official Census total reached with all the elaborate machinery of the Census Bureau, 2½ years afterwards!

O. H. CALDWELL
Radio Retailing
New York, Aug. 4

Agency Man Agrees

EDITOR, BROADCASTING:

Your editorial "Plugs That Are Ugly" should open the way for serious thinking and acting by radio advertisers and their agencies.

I am inclined to agree with the *Reader's Digest* stand in accusing a considerable portion of radio advertisers of tying in their products with the war effort. Personally, I believe this crime applies more to local advertisers than national.

We hear a great deal over local stations these days about helping Victory by purchasing So and So's clothing—or helping to win the war by purchasing So and So's furniture or shoes.

Local agencies have a problem in explaining to their clients the unpatriotism of such commercials and their bad effect upon the listeners.

DAN RIVKIN, Advertising
Philadelphia, Aug. 3.

A Veteran Speaks

EDITOR, BROADCASTING:

Last Thursday I wrote James Caesar Petrillo and told him how unjust his rulings were on records and remote-control hotel sustaining dance and concert programs—most of them around midnight!

Little does he know how much small advertisers and small radio stations have improved their 12 to 24 hour a day programs through the use of recorded music and hotel orchestras and bands—without in any way competing with the pay of musicians—for the benefit and entertainment of our radio audiences. If each home paid only 10 cents to hear such programs, then the musicians might be entitled to their share, but radio stations and advertisers pay for their time and the cost of such recorded programs and they are free to listeners. That is the American way.

When advertising agencies started commercial radio 20 years ago, there were many men like James Caesar Petrillo, who did not believe there was a place in the business of advertising for commercial radio. They used propaganda to kill it, but the newspapers and the trade press came to the aid of the advertising agencies. With their help, the battle of free radio was won. That was about 1924-5 and orchestras were paid from $250 to $500 an hour. The first, Joseph Knecht's Goodrich Silvertown Orchestra, was paid $10 per man for an hour's program, $50 for Joseph Knecht. Two years later, when the NBC chain was formed, we paid them as high as $2,000 an hour. After two years on the air they made two transcontinental tours, playing to packed houses at $2500 a week. Dozens of advertisers and orchestras followed Goodrich's example and the result is that every musician on the air is paid today from 5 to 20 times per hour or per program compared with 1924-5 . . .

Let's all get behind Thurman Arnold and this anti-trust suit to stop Petrillo.

In the meantime, I think the best we can do now is to stop Petrillo by insisting that all rules and regulations in radio in effect in favor of musicians revert back to the pre-Dec. 7 status for the duration of the war, and give the small radio stations and small radio advertisers a breathing spell.

WILLIAM H. RANKIN,
Wm. H. Rankin Co., Adv.,
New York, Aug. 5.

New Quebec Network

NORTHERN QUEBEC Broadcasting System goes into operation about Sept. 1, with a permanent 16-hour daily network of CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que. The three 250 watt stations become one unit connected by leased lines, the first of its kind in Canada, and will be fed from Montreal and Quebec by French and English network shows of the Canadian Broadcasting Corp. Local or national spot and transcribed shows will originate at the key station CKRN. General manager of the Northern Quebec Broadcasting System is Jack Cooke, who holds the same post with Northern Broadcasting & Publishing Co., Timmins, Ont. Jean Legault is manager of the system, with Dan Carr as commercial manager and George Pope as chief engineer.

Air Force Lady

LIEUT. GEN. H. H. (Hap) ARNOLD has "drafted" a woman to work alongside flying officers in a key spot in the Army Air Forces. She is Idella Grindlay, office manager of NBC production department, who grew up with the network after going to work March 4, 1929, the day Herbert Hoover was inaugurated. Miss Grindlay will work under former NBC Assistant Production Manager Howard Nussbaum as Administrative Assistant to the Chief of Radio, Army Air Force.

National Spot and Local Show Increase at WJZ

LOCAL AND NATIONAL spot business of WJZ, New York, shows an increase of 75% for July over the same month last year, and the previous four months of operation show an increase of 33⅓% over the same period in 1941, according to John H. McNeil, manager of the BLUE's key station.

Suggested as factors in this substantial climb in business are: streamlining of WJZ when it began operating under BLUE on an independent basis; adjustment of rates to fit existing war-time conditions; and favorable re-distribution of listener audience due to night shifts operations of war industries.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

*Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

WBNX
New York
5000 Watts

FOR OFFENSE
FOR DEFENSE Buy U.S. Bonds Today!

WRAK
Williamsport, Penna.
A busy industrial, farm and WAR producing market gives our listeners more income for more buying.
NBC
Representatives
J. P. McKinney & Son

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
•
J. O. MALAND, Manager
FREE & PETERS, Inc.
National Representatives

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.
WIBW The Voice of Kansas in TOPEKA

Petrillo and Justice

(*Continued from page 43*)

derstood to feel the AFM had removed confusion in the statement contained in Petrillo's letter to Elmer Davis. But there was no clarification of many other angles which bothered transcribers, sponsors and agencies. One agency placing a large amount of spot business observed that one disc, for example, was often used as many as 100 times in a single week on one station. Each agency differs to some degree in the way it handles transcription campaigns. Networks, of course, only use transcribed commercials before certain hours in the morning and after certain hours in the evening. At the weekend they had not determined how to handle transcribed musical commercials. The commercial field seemed to be cleared insofar as off-the-line recordings of network broadcasts are concerned, as well as the making of master discs by recording firms for commercial broadcasts to be played one time only.

NAB Active in New York

The NAB established New York headquarters last week at 535 Fifth Avenue and retained the public relations firm of Baldwin & Mermey to help in "articulating the industry's position and activating the public." Results of a questionnaire survey of 621 American communities in which broadcast stations are located were being studied by the NAB. More than 500 filled-in questionnaires had been received by the weekend and more were expected. Data derived from preliminary analysis were said to have revealed information helpful in meeting the AFM strike.

In a statement issued Aug. 4 by the NAB following filing of the suit in Chicago, it was stated that "broadcasters, in common with all other citizens, in the United States who are interested in bringing music to all the people welcome the institution of injunction proceedings by the Anti-Trust Division of the Dept. of Justice against James Caesar Petrillo in Chicago.

"It is to be hoped that the Court will grant prompt relief against the arbitary interference with education, entertainment and communications which has aroused indignation on the part of all persons, including the friends of labor.

Right of Education

"It is significant that the Dept. of Justice features in its complaint the fact that Mr. Petrillo's ban will prevent the manufacture of records for home use. Thus it sees through Mr. Petrillo's effort to create the impression that his attack against the manufacture of electrical transcriptions and other musical recordings will not affect the ability of private citizens to buy records for home use.

In an effort to get William Green, president of the AFL, to intercede against Petrillo, the National Music Council (see separate story) contacted Mr. Green in Chicago where he was attending a 10-day meeting of the AFL executive committee. Mr. Green through a spokesman stated he would not make any comment on the Petrillo situation while the matter was before the courts.

The Assn. for Education by Radio, in a letter Aug. 1 to NAB President Miller, said that "a very vital and inherent right of public education has been challenged." Referring to the Interlochen ban, the letter said the Association "promises to assist in every possible way so that the public may not be denied the right to hear music produced by the many excellent organizations in our educational institutions . . . .Here is an issue of restriction of the freedom of expression as guaranteed in the Constitution as well as an issue of general public welfare."

Wallerstein's Comment

When the ban went into effect, Edward Wallerstein, president of Columbia Recording Corp., declared the order springs from "no labor dispute." Mr. Wallerstein said that "union musicians are well paid; they receive $10 to $21 per hour for their recording services; no demand has been made for an increase in this ample compensation; and there has been no controversy with the men on employment conditions. Employment spreads through the year and is national in scope." Mr. Wallerstein continued:

"We believe the order was made because the records we manufacture are purchased through ordinary trade channels by broadcasters who use them on radio stations for public entertainment and by owners of coin machines for use in 'juke boxes'. We receive no fees or royalties from these uses; we are not permitted by law to control the uses of records after they are sold; the courts have so ruled, and Mr. Petrillo knows this is true. If the prevention of such uses in Mr. Petrillo's aim he has taken a means to accomplish it which is unreasonable, unfair and lawless."

As the Government began its legal battle against Petrillo and the AFM, moving into its first official stages last Monday in Chicago, Daniel B. Britt, special assistant to the Attorney General in charge of Chicago regional Anti-Trust Division office, moved to secure an immediate temporary injunction by the end of the week against the AFM order. Appearing before Federal Judge Michael L. Igoe, Mr. Britt requested and secured an order "requiring the defendants to appear in court by Friday to show cause why a temporary injunction should not be granted pending the final hearing of the case."

The Government suit named James C. Petrillo, president of the union, and the following officers, C. L. Bagley, vice-president, Los Angeles; Fred W. Birnbach, secretary, Newark; Harry E. Breuton, financial secretary-treasurer, Boston; and executive committee members: Chauncey A. Weaver, Des Moines; J. W. Parks, Dallas; Oscar F. Hild, Cincinnati; R. Rex Riccardi, Philadelphia; Walter M. Murdoch, North Toronto, Ont.

Specific Charges

Under the Sherman Anti-Trust Act, the complaint specifically charges Petrillo and his co-defendants with combination in restraint of trade (1) to prevent the manufacture and sale of all phonograph records and electrical transcriptions; (2) to eliminate from the market all manufacturers, distributors, jobbers and retailers of phonograph records and electrical transcriptions; (3) to prevent radio stations from broadcasting musical compositions recorded on phonograph records and electrical transcriptions; (4) to prevent the use of phonograph records in so-called "juke boxes" located in hotels, restaurants and dance halls; (5) to prevent the use of phonograph records in the home; (6) to prevent the sale of phonograph records to radio stations and "juke box" operators by requiring manufacturers to boycott all distributors, jobbers, and retailers who sell such records to radio stations and "juke box" operators; (7) to eliminate all musical performances over the radio except those performed by members of the AFM; (8) to require radio stations to hire unnecessary "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio networks to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians.

Recorded Programs

Countering Mr. Petrillo's claim that 90% of all music broadcast is recorded, the complaint states that approximately 75% of station time

Oh, Say Can We Sing?

As mournful as a weeping willow,
I ask you, Mr. J. Petrillo,
If you'd consider letting me
Just hum, "Sweet Land of Liberty?"

MARGARET FISHBACK
New York Herald-Tribune

WITH AN EYE FOR VALUE
WCOP
Dollar for dollar, audience for audience, here's the best value in Boston!
REPRESENTED BY HEADLEY-REED CO.
COPLEY PLAZA HOTEL, BOSTON - 1150 on Your DIA

is devoted to playing of recordings. Of the 550 non-network affiliated stations, the complaint says that "a substantial number of these stations are not financially able to employ live musicians for musical broadcasts; that in certain localities such live talent is not available even if it could be afforded; that these stations depend primarily upon the playing of phonograph records and electrical transcriptions to satisfy their musical requirements." Of the 140,000 AFM musicians the complaint states that not more than 50% are dependent solely upon music for a livelihood.

Of the 100,000,000 recordings produced last year by Columbia Recording Corp., New York, RCA Mfg. Co., Camden, and Decca Records, New York, the combined total of which represents 99% of all the records manufactured and sold in the United States, 80% are sold for use in the home, 19% for use in juke boxes, while 1% are used by radio stations, says the complaint. At the same time the complaint mentions that electrical transcriptions are produced solely for the broadcasting industry.

The Government, in charging Petrillo and his cohorts with "unlawful combination in restraint of trade, specifically mentions the following acts of conspiracy: (1) notification to the recording companies that their AFM licenses would expire July 31, 1942, and would not be renewed. (2) cancellation of the Interlochen broadcasts on NBC, concerts that had been broadcast for 12 years as part of a national music educational program; (3) ordering of all union bands to boycott stations in Southern California affiliated with Don Lee Network in order to force KFRC, San Francisco, Don Lee affiliate, "to hire a larger and more expensive orchestra" although no dispute of any kind existed between the AFM locals and any stations affiliated with Don Lee except KFRC."

KFRC Accord

One phase of the AFM situation was eased last week when the AFM ban on remote dance band pickups from MBS was removed following a settlement of the controversy between KFRC, San Francisco, Mutual affiliate, and Local 6 of the AFM in that city.

Local 6 had asked for an increase in the hourly scale of wages paid musicians on KFRC as well as an increase in the minimum hours of employment from 6 to 12 a week. The station has agreed to these terms in the renewal contract, retroactive to the expiration of the old contract.

The 15 musicians and band leader at KFRC, which had been receiving $40 per week for one hour's work, six days a week, will now receive $56 weekly for two hours a day, six days a week. According to Mutual, KFRC had offered to raise the musicians' salaries Sept. 16 to $46 a week for one hour on a six-day-a-week basis.

Still unsettled was the dispute between WARM, Mutual outlet in Scranton, Pa., and the AFM local, which is demanding a wage increase for its musicians at that station. However, WARM last week indicated that it would not schedule any remote bands from the Mutual line, but would fill in such time with its own programs until it had settled the renewal contract with the AFM local. Difference is said to be over $7,000 held in arrears as salaries to the musician staff of WARM.

Abuses in German Language Programs Are Termed 'Generalities' at Meeting

FOLLOWING conferences last week by representatives of the Foreign Language Radio Wartime Control Committee with the Loyal Americans of German Descent Society in New York, Arthur Simon, manager of WPEN, Philadelphia, and Joseph Lang, general manager of WHOM, Jersey City, members of the FLRWCC met Friday with FCC Chairman James Lawrence Fly to report on the New York society's complaints on questionable foreign-language radio practices.

There is nothing concrete in the reports of the German Descent Society, Simon and Lang told Chairman Fly. Reports of the society, headed by Dr. G. P. Bronish, were termed "generalities" and it was indicated that the society's reports had been based on station activities prior to this country's entry in the war. The society had written a letter to Mr. Fly urging him to consider personnel engaged in broadcasting German language programs in the New York vicinity.

85% Signed Up

Meanwhile, the foreign language committee reports that 85% of the foreign language stations have returned signed codes on practices which had been mailed by the committee. It was also reported that requests for fingerprints of personnel were coming in by the "hundreds". These reports have brought about a general feeling of satisfaction of the work of the committee at the FCC, it was said.

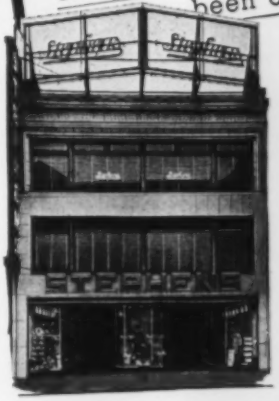
Messrs. Simon and Lang also met with Lee Falk and Allen Cranston, who handle foreign-language programs for the Office of War Information, where work of the foreign language committee was gone over and where it was decided that pro-democratic transcriptions would be soon sent to stations for their use. Meanwhile it has been decided by the committee and OWI that henceforth all foreign language transcriptions circulated among stations, including those of the Government, must be accompanied by an English translation.

Elmer Davis Apprised

Elmer Davis, OWI head, was also brought up to date on work of the committee in a meeting last Friday. Attention of Mr. Davis and his staff was called to several stations which the committee reported to be consistently "stepping out of line", following which an arrangement was worked out whereby any further complaints on foreign language broadcasts sent to Government agencies will be relayed to the FLRWCC.

Mr. Simon declared that the committee is being greatly assisted in its work by program writers and directors of most foreign-language stations. It was brought out that on questionnaires sent to stations asking for specific information on time given by stations to Government announcements and programs, results to date have by "conservative estimate" shown these stations have contributed more than $500,000 if translated to time sales.

CASE HISTORY #22
Stephens Store started "Young Stars of To-morrow" half hour show, June 1935 ... been on station WHEC contin-



Stephens Store
One of Rochester's Leading Apparel Shops
Renews Program
ON WHEC
8th
Straight Year

Started with WHEC in depth of the depression. Exclusive WHEC client ever since. The program's commercials are "item and price"—*we have to produce the next day.* 416 consecutive weeks and new contract proves we do. That's why 20 other WHEC customers also have renewed *without a break* for the past 5 years or more!

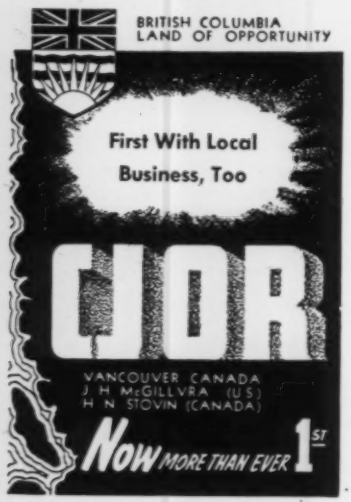
"Results" is the Reason WHEC is Rochester's Favorite Station with both local and national sponsors!

WHEC
ROCHESTER, N.Y.
BASIC CBS McKinney & Son, Representative

WDRC
CONNECTICUT'S PIONEER BROADCASTER
YOU GET THE LOCAL RATE
National, regional and local advertisers all pay the same low rate on WDRC. It's one rate to everybody—a bargain for all! WDRC, Hartford, Basic CBS for Connecticut.

Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

The Twin Port Cities of
DULUTH-SUPERIOR
BUY 41.2 % MORE FOOD
than
TULSA!
KDAL
Duluth, Minnesota



The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
PREE & PETERS, INC. — Natl. Rep.

Wage-Hour Group Asks Belo Review

DECLARING the Supreme Court was "erroneous" in its June 8 decision that the Belo Corp., owner of WFAA, Dallas, and publisher of the *Dallas News* could maintain its present employe wage contracts [BROADCASTING, June 15], the Wage and Hour Division, Labor Department, under L. Metcalfe Walling, administrator, last week asked the highest tribunal for a rehearing of the case.

In its petition, presented to the court by Solicitor General Charles Fahy, and signed by Warner W. Gardner, solicitor of the Labor Department, Wage & Hour centered its argument for rehearing on the fact that the Supreme Court, on the same day it decided the Belo case, handed down a decision, which it was claimed, contradicted the Belo decision.

In the case of Overnight Motor Transportation Co. Inc. vs. Missel, case alluded to by the W&H Division, it was claimed the Supreme Court ruled against a weekly wage contract being allowed to include overtime pay whereas the court allowed such a contract in the Belo case.

The petition contended that the W&H Division had always divided a weekly salary into the hours worked to get an hourly rate of earnings and that a base week's pay should be computed on the maximum number of hours allowed before overtime rates begin, not a weekly wage which would include both regular hourly rate and overtime rate. The petition further declared that overtime requirements of the Fair Labor Standards Act were not satisfied by a weekly salary sufficient to yield the minimum wage and time and a half the minimum rate for overtime.

Wider Attitude Fought

The petition argued that the court's decision would give "wider latitude" in wage contracts "than that which Congress granted" in the Fair Labor Standards Act. On this point the petition said section 7(a) of the act (on wage contracts) could be relaxed by section 7(b) "in return for a uniform wage upon an annual basis" but that Congress had declared this could follow only an agreement made as a result of collective bargaining by representatives of employes certified as bona fide by the National Labor Relations Board."

The petition declared that "serious confusion" has been introduced into administration of the Wage & Hour Act, "by the apparent inconsistencies between the Belo and Missel decisions which will produce unnecessary litigation" and added that the Belo decision "offers strong support to schemes contrived to evade the requirements of the Act."

At the Supreme Court it was said no action on the petition can be expected before the middle of October when the court will reconvene for the fall term.

'THE WOMAN BEHIND THE MAN...'

Mrs. Ben Hawthorne Rejoins WTIC, Hartford, To Sub For Husband Who Volunteered for Army

Ben, Mrs. Ben and Cottage

By JAMES F. CLANCY
Sales Promotion Manager
WTIC, Hartford

WE'LL CALL this one: "The woman behind the man behind the gun."

It's a story of a radio station, a valuable piece of broadcast property and a personality.

The station is WTIC, Hartford, the sponsor G. Fox & Co., one of New England's largest department stores, and the personality Ben Hawthorne.

For over eight years, Hawthorne has put the *Fox Morning Watch* on the air every weekday morning between 7 and 8.

Genial, quick-witted and happily commercial-minded, Hawthorne had become the very voice of the Fox organization. In fact, the two names, Hawthorne and G. Fox & Co., have become almost synonymous to New England listeners.

Well, Ben has left WTIC. He volunteered for Army service. We can't replace Hawthorne. Our listeners are going to miss him. We knew that and so did his sponsor.

Now, G. Fox & Co. is as fine and as cooperative as any sponsor who ever invested in watts. When its executives received the news that Ben was going into the Army, they didn't "blow up" and yell that their *Morning Watch* was ruined. Rather, they asked Paul Morency, WTIC general manager, whom he would suggest to take Hawthorne's place. It wasn't an easy job. There was much worrying, much discussion and many, many conferences.

Then bang! It came like a bolt out of the blue. Mrs. Ben Hawthorne!

So, she carries on. She made her bow to her husband's listeners last Thursday, Aug. 6, and they liked her. There was no "sob stuff" about hubby joining the colors. She used the same format which Ben had been offering, including "Bessie Bossie", Ben's mythical cow.

Mrs. Hawthorne is no stranger to radio. Several years ago she appeared on WTIC's *The Women's Radio Bazaar*. One of her best assets—she can write—and countless plays have come from her radio-wise pen. In fact, there is authentic writing abilty in the Hawthornes. Ben himself is a great grandson of Nathaniel Hawthorne.

The Hawthornes have given up their home in Wethersfield, Conn. They themselves designed and built a small house on the nearby estate of Dr. C. C. Hoffman, roentgenologist in the medical department of the Travelers Insurance Co. The house is but 15 feet square, contains two rooms, has a spacious lawn, and will be known as "The Little House." Because of its diminutive size, the town of Wethersfield has assigned it a number, 350¼ Main Street. It will be here that Mrs. Hawthorne will live and plan "The Morning Watch"—just another in that fast-growing army of American women who are carrying on.

REVIVALS of plays by Norman Corwin, radio playwright, heard on WNYC, New York under the title *The Corwin Cycle* are being continued through August. Joel O'Brien, formerly Corwin's assistant during the CBS series *26 by Corwin*, directs.

WCSC
Serving Coastal Carolina
1000-500 Watts • CBS
CHARLESTON, S. C.
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Department Store's One-Year Test

Buffalo Retailer Now An Active User Of Radio

AFTER a radio test of one year, contract negotiations with J. N. Adam & Co. and the Buffalo Broadcasting Corp. stations WGR-WKBW, have again been renewed with greater vigor and a more comprehensive program structure.

J. N. Adam & Co., following their first year's experience in broadcasting, have evolved one of the most impressive, completely serviceable, general radio programs of any department store in the country.

Production Programs Stressed

During the course of the coming year an outstanding feature will be a series of 26 dramatized night-time production programs, dealing with selected themes on present trends. And each morning, Monday through Saturday, over WGR from 10:00 to 10:15 a.m., J. N. Adam's present a *Jean Ames* program composed of music and interviews with local and national celebrities, as well as entertainment and information directed particularly at housewives. Topics covered include Red Cross, Civilian Defense, sugar rationing, charity work and general war activity.

Commercial portions of the program are invariably at the conclusion. For example, on a recent program Connie Boswell, who was appearing in town was interviewed. By previous arrangement the last question asked concerned her preference in dresses most suited for travel. She recommended cotton as very serviceable and practical.

The commercial to follow dealt with the complete displays of cotton dresses at J. N. Adam's. On another instance, when Jean Ames was interviewing Mrs. Burdette S. Wright, wife of the general manager of the Curtiss-Wright airplane factory and in charge of day nursery work with defense workers, she talked of denim clothing for the "small fry" and the J. N. Adam commercial was tied-in with their suggestion in denim. These daily periods are brief and direct.

During the afternoon, Jean Ames again returns to the air over WKBW from 4:00 to 4:05 p.m., Monday through Friday, for a listeners questions period.

Complete Spot Schedule

In addition to these regular programs, a complete spot announcement schedule, strategically placed, rounds out the entire effort.

Walter E. Anderson, director of publicity for J. N. Adam & Co. is in direct charge of planning and selection of the program topics, while John L. Kimberly, of the J. N. Adam advertising staff, handles the mechanic of the entire schedule.

During May, on the new J. N. Adam special drama series, four new presentations were aired. Each script used on these evening programs is original, written by Herbert C. Rice, director of production for the Buffalo Broadcasting Corp. in collaboration with Mr. Anderson. The accompanying musical score is composed especially for each broadcast. Full orchestra, a complete cast and sound effects are used, resulting in a production that rivals many "big time" network shows.

MUSICAL CUES and individual parts are discussed for *America Ahead*, new show of the J. N. Adam & Co., Buffalo department store, to appear on WGR-WKBW, Buffalo Broadcasting Co. stations. In the discussion are: (left, seated) Herbert C. Rice, Buffalo Broadcasting Co. director of production and Carl Janis, staff composer and arranger. Standing: John L. Kimberly of J. N. Adam & Co. advertising staff and Walter E. Anderson, J. N. Adam's director of publicity.

One of the great successes of the J. N. Adam radio program has been in exploiting and tieing-in inner and exterior store displays, newspaper advertising and the radio features, using one to capitalize on the other for results. In several instances, they have devoted as much as six full columns of space to publicize a particular evening program, and regularly carry a full-column ad in the radio section of the *Buffalo Sunday Courier-Express* to publicize their weekly programs. In addition, a number of their spot announcements are used to build-up special programs. The stations cooperate through their own promotional facilities, bus and car cards and courtesy announcements.

According to Mr. Anderson, J. N. Adam's aim in radio at the present time is to build recognition and goodwill for the store. Long range results rather than immediate return are considered far more important, although J. N. Adam's get both from the use of radio, he said.

Show To Be Filmed

SPECIAL FILM short based on the MBS Army camp program *This Is Fort Dix*, will be produced by Ted Lloyd for release by Paramount Pictures, with all profits going to the Army Emergency Relief. The film will show a typical broadcast with Tom Slater as m.c.

The Music Is Now Available
FROM WALT DISNEY'S TECHNICOLOR FEATURE
Bambi
LOVE IS A SONG
TWITTERPATED • THUMPER SONG
LET'S SING A GAY LITTLE SPRING SONG
LITTLE APRIL SHOWER
Free copies for the profession may be obtained from
Broadcast Music, Inc.
580 Fifth Avenue • New York City

KOBAK DESCRIBES PROGRESS OF BLUE

ADVERTISERS, their agencies, and prospective sponsors of the BLUE, last week received a special four-page letter from Edgar Kobak, executive vice-president of the BLUE, summarizing the progress made by the network in its first six months of operation as an independent network.

In addition to a discussion of BLUE programs, publicity, promotion and sales policies, the letter states that 18 stations have joined the BLUE since its separation from NBC, while 52 extra stations are also available to advertisers for special coverage requirements other than that provided by the network's 125 affiliates.

The letter also lists by advertiser, title of program and number of stations the network's 25 active accounts, and its future bookings totaling 11.

WGTC Shifts Staff

SIX staff members of KGTC, Greenville, N. C., are affected by recent shifts. Jimmy Simpson, former music director and announcer, becomes program director to replace Margaret J. Laughinghouse, who turns to fulltime managerial work. Other changes: Carl J. McKinney, chief announcer; Hank Tribley, chief engineer; Frances Simpson, first fulltime woman announcer; and Hoy Whitlow, continuity.

ACORN (Ky.) AIN'T NO MIGHTY OAK!

Great sales from little Acorn (Ky.) grow? Not much chance—since 57.5% of Kentucky's total effective buying income is concentrated in the Louisville Trading Area! Here, too, are 52.6% of the State's radio homes—every one of which is reached by WAVE, at rates far less than for any other medium. That's our story in an acorn-shell—complete coverage, lowest cost! Let us show you what it means in sales *results.*

LOUISVILLE'S **WAVE**

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

A WAAC IS SALUTED by Erle Smith, news editor of KMBC, Kansas City, and June Martin, the station's *Food Scout* commentator. The candidate for the Women's Army Auxiliary Corps is Doris Leeds (right), secretary in the KMBC publicity and promotion department, who was among some 500 chosen throughout the nation for an officer's rating.

Complaints Hit Tobacco Advertisers

(Continued from page 7)

tinguished doctors for the sole benefit of their own profession, nor were they made merely to find out if Philip Morris cigarettes were any different".

Medical Tests Criticized

The FTC charges Philip Morris paid for tests made and that these were undertaken by "persons without training and experience sufficient to make them accurate and scientific." The charge adds that publication of the findings in medical journals does not constitute proof of the superiority of Philip Morris cigarettes over other brands.

Further allegation is made that claimed "hygroscopic" agents (moisture removers) used in the cigarettes have never been proved to lessen irritation to the smoker's throat and that proffered reprints by Philip Morris of papers on influence of these agents on cigarette smoke have never been sent to those requesting reprints.

In addition the FTC states that Philip Morris "has falsely represented and advertised" in claiming (1) that its cigarettes cause no throat or nose irritation; (2) that when smokers have changed to Philip Morris every case of nose and throat irritation due to smoking has cleared completely or has definitely improved; (3) that the cigarettes may be consumed "without smoking penalties."

Other alleged claims of Philip Morris are cited in the complaint, such as: That the effect of smoking Philip Morris is "strikingly contrasted" with that of four other leading brands; that competing brands are three times as irritating for inhalers and irritation caused by them lasts five times as long as that caused by Philip Morris; that eminent doctors have found that inhaling is a condition for which Philip Morris cigarettes are beneficial and exceptional.

With regard to its subsidiary, Dunhill cigarettes, Philip Morris is charged with misleading the public to believe these cigarettes are manufactured in England and imported into this country. The complaint points out that in radio, newspaper and periodical advertising of Dunhills, Philip Morris claims "this new superior cigarette is blended to the private formula of Alfred Dunhill Ltd." A company of this name manufactures and distributes cigarettes, tobaccos and pipes from London and is said to be essentially an English company. Philip Morris manufactures cigarettes under the Dunhill name for distribution in this country.

Camel and Dunhill

In support of its claim that the Dunhill advertisements are misleading, the FTC states the only indication of domestic origin of the cigarettes is to be found in the required factory notice and a "Made in U.S.A." in small type.

Advertising for Revelation smoking tobacco, another Philip Morris subsidiary, was also subjected to FTC complaint on the basis of alleged claims that the tobacco held outstanding superiority over other pipe tobaccos; it was free from bite; that measurably better action on the mouth and throat had been established and proved for Revelation; difference between Revelation and competitive tobacco is "fundamental"; and that properties and qualities claimed for Philip Morris cigarettes are also true of Revelation.

R. J. Reynolds Tobacco Co. was attacked for its advertising of Camels, claims being interpreted by the FTC that these cigarettes were good for the digestion; that they gave a "lift" in energy and restored bodily strength and vigor; the quickest way to relieve fatigue is by Camels. Emphasis was placed by the FTC on Camels advertising aimed at athletes. The commission said Camels were said to be helpful where a sport demands unfailing energy and that smoking the cigarettes gives increased energy. The FTC concluded that Camels advertising claimed that to keep in athletic condition one should smoke as many Camels as he likes and that sports stars had found the cigarettes either helps them keep in condition or does not damage good athletic condition. In line with this the FTC added that the cigarettes were said not to "get your wind", are always gentle to the throat, soothing to the nerves and protect against nerve strain and tension.

Also Camels are not cigarettes made of costlier tobacco, the FTC said, in answer to purported claims; almost all tobacco planters do not prefer or smoke Camels; they do not burn 25% slower and a pack of 20 Camels are consequently not equal to 25 cigarettes of other brands.

Prince Albert tobacco, manufactured by Reynolds, is declared in the complaint to claim 86 degrees cooler smoking than most other brands of pipe tobacco as well as being coolest of any of them. This was also disputed by the FTC.

Kools Quits Claims

Meanwhile the FTC also announced last Saturday that the Brown & Williamson Tobacco Corp., Louisville, has agreed to cease certain representations in the sale of Kool cigarettes. The FTC said these representations included claims that smoking Kools during cold months will keep the head clear; that these cigarettes constitute a remedy for colds or by changing to them a person may expect curative results; and that

Baseball Bangtails

PSYCHIC appeal of two horses named "Shortstop" and "At Bat" was too much for Byrum Saam, baseball reporter of WIBG, Philadelphia when he recently visited the Garden State Park tracks in Camden. He played the horses for the daily double with a $2 bet and left the park $134 ahead.

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

WSOY

smoke from the cigarettes is easier on the throat than other brands.

In the usual FTC procedure, 20 days are allowed respondents for answering complaints. However, it was explained that in involved complaints, such as this concerning the tobacco companies, continuances usually are asked for time to prepare replies. It was said that if the companies do not agree to cease the representations complained against by the FTC a hearing will probably be conducted in the FTC's New York offices since both companies have offices in that area.

No Company Comment

If the companies continue their advertising in the present form it was said a "cease and desist" order will be served. The companies then have the right of appeal to the Federal courts.

No statements were forthcoming last week from either the tobacco companies or the agencies handling their accounts. There had not been sufficient time for a careful study of the companies, it was said. It is not expected that information for publication on procedure of the companies will be released until shortly before the close of the 20-day limit for replies. In view of the fact that continuances are reasonably easy to secure from the FTC some time may elapse before any direct action will be taken.

School Teachers Study Radio at WGY Studios

WGY, Schenectady, in cooperation with public school authorities, has opened a Radio Workshop to train elementary and secondary school teachers in the use of radio in classrooms, script writing and production.

The workshop, directed by Max U. Bildersee, supervisor of the Bureau of Radio & Visual Aids of the State Education Dept., will give 20 teachers a three-week course with plenty of homework to supplement morning and afternoon lectures and discussions. Victor Campbell is WGY's representative on the Workshop staff.

Air School Advance

TO GIVE parents and other adults unable to listen to the CBS *School of the Air of the Americas* during daytime hours, an idea of the series, CBS has scheduled three programs typical of the *School* for broadcast at 8:30 p.m. Aug. 14, 21 and 28. As arranged by Lyman Bryson, CBS educational director and chairman of the CBS Adult Education Board, and Leon Levine, producer of the *School* series, the three special programs will emphasize "promotion of the war effort among the school youngsters," the aim of the 1942-43 series. Titles of the three programs will be "Science at Work," "Pan American Pageant," and "Role of Youth in War."

KTKC, Visalia, Cal., which recently increased to 5,000 watts, has acquired Press Assn., AP radio subsidiary.

Reynolds, Philip Morris Heavy Users Of Time on Both CBS and NBC Hookups

CITED in Federal Trade Commission complaints last Saturday for "misrepresentation and false advertising" R. J. Reynolds Tobacco Co., Winston-Salem, and Philip Morris & Co., New York, are two of the heaviest timebuyers on NBC and CBS.

R. J. Reynolds, through its agency, Wm. Esty & Co., New York, promotes Camel cigarettes on 114 CBS stations, Mondays, 7:30-8 p.m. with *Vaughn Monroe's Orchestra;* on *Camel Caravan*, 114 CBS stations, Fridays, 10-11 p.m.; and *How'm I Doin'* on 50 NBC stations, Thursdays, 7:30-8 p.m. Prince Albert tobacco, also named in the FTC complaints, a product of R. J. Reynolds, is promoted on *The Grand Ole Opry* on 59 NBC outlets, Saturdays, 10:30-11 p.m.

Philip Morris is currently presenting two shows over CBS, *Philip Morris Playhouse*, Fridays, 9-9:30 p.m. on 114 stations; *Crime Doctor*, 114 stations, Sundays, 8:30-8:55 p.m. On NBC the tobacco company's program is *Johnny Presents* on 125 stations, Tuesdays, 8-8:30 p.m. Meanwhile Philip Morris is scheduled to start a weekly half-hour show Sept. 8 on 103 NBC stations, Tuesdays, 8-8:30 p.m. with Pacific repeat, 8:30-9 p.m. (PWT).

The program, scheduled to replace *Johnny Presents*, will be built around Ginny Simms as m.c. and vocalist. Featured also will be David Rose's orchestra with the Bombardiers, male vocal quartet. Vick Knight, recently appointed West Coast producer and manager of the Biow Agency, handling Philip Morris accounts, will be in charge of production.

Hyatt Heads WJHO

F. MARION HYATT, chief engineer of WJHO, Opelika, Ala., has taken over the additional duties of general manager succeeding John Herbert Orr, it was announced last week. Other WJHO changes are the promotion of James T. Ownby to commercial manager and the naming of Jacquelyn Melton as women's editor and traffic director.

Lance Show Also Sustaining

MUSICAL PROGRAM, titled *Sunday Toastchee Time*, launched on 65 BLUE stations Aug. 9 under sponsorship of Lance Inc., New York, for Toastchee Crackers, is offered to remaining BLUE affiliates as a sustaining show under the title *Easy Listening*. War messages replace commercials on the sustainings. Featured on the show are Edward MacHugh, singer of religious songs; Paul Lavalle, band leader, and a quartet. Morse International Inc. handles the account.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Squibb Doubles Budget Of Latin American Time

E. R. SQUIBB & Sons, New York, has doubled its advertising budget for South America and the Caribbean area for the fiscal year July 1, 1942-43, according to an announcement last week by A. F. Connolly, vice-president of Dorland International Inc., agency in charge of Squibbs foreign advertising.

Prompted by faith in the future of Latin America, the increase for the coming year calls for a substantial institutional campaign, as well as promotion of Squibbs Dental Cream. All types of radio will be used along with newspapers and magazines and will range from 30-second spot announcements to half-hour programs.

New Candy Spots

SCHUTTER CANDY Co., Chicago, has appointed Roche, Williams & Cunnyngham, Chicago, to make a three-market test for Bit-O-Honey candy bars. One-minute announcements have been placed 15 times a week on WJR, Detroit; KMOX, St. Louis, and KDKA, Pittsburgh.

ADLER TO EXTEND RADIO PROMOTION

ADLER SHOES, New York, will increase its radio advertising Sept. 1, with participations on WJZ, New York, and will probably augment its spot announcement schedule by adding a substantial number of independent New York stations in the fall. Amusing and entertaining shows will be used in preference to news or other serious material.

In line with its policy to use programs of interest to women, Adlers, which specializes in Elevator shoes to make men look taller, has signed for participations thrice-weekly on WJZ's variety show *Ed East in Breakfast in Bedlam*. A sponsor of *Here's Morgan* on WOR, New York, the shoe firm has renewed a contract with WQXR, New York for 14 announcements weekly, using a new type commercial.

To denote the effect produced by wearing Adler Elevator shoes, chimes are played at two different pitches. Success of this musical symbol is said to be the main reason for expansion to other stations, so that a similar technique may be widely used. Consolidated Adv., New York, handles the account.

Test for Sparkies

QUAKER OATS Co., Chicago, through Ruthrauff & Ryan, Chicago, is conducting a test for Sparkies with transcribed station break announcements 19 times a week on KSD, eight times a week on KMOX, St. Louis, and 19 times a week on WMBD, Peoria. Contracts are for 13 weeks.

5000 WATTS WEVD 1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD" . . . sent on request.

W·E·V·D 117-119 West 46th St., New York

More American Music Played by Symphonies

AN INCREASE in performances of works by American-born composers is revealed in the National Music Council's third annual survey of compositions played by the 16 major symphony orchestras at regular subscription concerts in their home cities.

Orchestras presented 121 such performances during the 1941-42 season, as against 92 during 1940-41. This represents an increase from 6.5% to 8.9% of the total number of works of all categories played each season. Number of compositions heard during the past season was 1,356, as against 1,413 for the previous year, and 1,391 for 1939-40

Decrease in presentation of works by foreign-born composers from the past to previous season was from 1,207 to 1,124. Combined works of naturalized American and foreign-born composers declined from 114 to 111.

SPOOKY JUKE BOX

Spieling Shortwave Alarms Guests In N. J. Tavern

WEST ORANGE, N. J. had a 24-hour spy scare of its own last week, because of a barroom juke box with a defective tube.

Guests at a local tavern sensed a fifth column and summoned the FBI when an innocent-looking juke interrupted its routine renditions of such favorites as "Tangerine", and began to spread alarming aviation messages like "Plane 77 is ordered from Trenton to Washington."

An FCC agent broke the case by discovering the defective tube. Ordinarily, the music originated in a nearby dining room, and was transmitted by longwave to the tavern. The defect had converted the receiving set on the loudspeaker to shortwave, and made it tap the airline channel.

James to Air Force

E. P. H. JAMES, former director of promotion and publicity for the BLUE, on Aug. 8 reported for active duty at Miami Beach as a first lieutenant in the Army Air Force. A veteran in the radio promotion field and a native of England, Mr. James joined NBC some 15 years ago, and was head of its sales promotion department until the first of this year when the BLUE separated from NBC. No successor had been named by the BLUE last week to fill Mr. James' position.

Mr. James

CBS MONITOR UNIT OPERATED BY FC

AFTER receiving information th CBS was to abandon operation o its San Francisco shortwave mon toring station on July 31, the FC on Aug. 1 took over operation an maintenance of the unit with supe vision resting with the Commu sion's Foreign Broadcast Intell gence Service.

The post, recently operated b CBS for the Office of War Infor mation's coverage of the Pacif area, is intended to widen opera tion of the FBIS and all informa tion picked up by the post wi continue to be utilized by the OW and other affected Governmen agencies.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Need Two Combination Announcer-Transmitter Engineers—State salary and experience in first letter. WMOG, Brunswick, Georgia.

Experienced Announcer—Permanent position for aggressive man. Draft exempt. State qualifications. Send voice record to WRAK, Williamsport, Penna.

WANTED: SALES MANAGER—Experienced, low pressure, high percentage c'oser. Excellent opportunity. Box 719, BROADCASTING.

Experienced Commercial Continuity Writer—To head department of four people. Also experienced woman writer for department stores. Send complete information first letter. WMBD, Peoria, Ill.

Program Director-Announcer—Capable of assisting management small local Southern station. Give full details. Box 720, BROADCASTING.

Sales Promotion and Publicity Man—For Washington station. Give experience, references and sa'ary in first letter. Box 721, BROADCASTING.

Transmitter Engineer—First or Second Class. No experience necessary. Good salary. WJTN, Jamestown, New York.

ANNOUNCERS—Need two capable, experienced general announcers for regular shifts. Good wages; ideal living conditions in Florida's most prominent, wealthy market. Give full detai's of experience in first letter. Be prepared to send transcriptions on request. Box 726, BROADCASTING.

Local Station in Virginia—Has opening for chief engineer and operator. Submit qualifications and salary expected first letter, with date available. Box 724, BROADCASTING.

Transmitter Operator—First c'ass license. Experience desirable. 5 kw network station, directional antenna. Contact KSCJ, Sioux City, Iowa.

ANNOUNCER-ENGINEER—First class license preferable. Progressive small Southern Station. Good pay for short week. Box 725, BROADCASTING.

Wanted—Experienced, draft-exempt, energetic, young, radio advertising salesman with references. KWBW, Hutchinson, Kansas.

Situations Wanted

COMMERCIAL MANAGER—Twelve years major experience. Background showmanship and merchandising. Highest references. No floater or boozer. Can still push sponsors' doorbells. Forty-four—three dependents. Now employed. Available August first. Box 717, BROADCASTING.

Situations Wanted (Cont'd)

Program Director—General announcing sports. Go anywhere. Available now. years' experience, married, family, dr 3-A. Box 735, BROADCASTING.

Money Secondary to Experienced Announc—Can write continuity. Go anywhe Box 733, BROADCASTING.

Two Capable Young Men—Schooled in ra dio technique. Experienced: writing; an nouncing; informal show; program d recting. Box 734, BROADCASTING.

STATION MANAGER—Excellent admi istrator and detail man. Thoroughly re sponsible. Decade of radio. Draft exempt Network affiliate only. Box 731, BROAD CASTING.

NEED AN ASSISTANT?—Godsend to bus executive or one often away. Much ex perience. Draft improbable. Box 72 BROADCASTING.

PRODUCER, PROGRAM MANAGER—Seeks permanent position with oppo tunities with network station or agenc 12 years' experience as announcer, writer producer, engineer. Experienced with clear channel station and major ne work. Excellent recommendations an references. Draft exempt. Family. Youn Box 732, BROADCASTING.

Small-station Man—Successful in manag ment, selling, programming, seeks secon proposition with responsib'e company Fair salary with commission. Mature married, draft exempt. Box 722, BROAD CASTING.

PROGRAM DIRECTOR—Ten years majo station background writing and produc tion. Unusual sales ability. Nationa credits. Forty three—three dependent Available August tenth. Box 7 BROADCASTING.

Here's a Man—With ten years' experienc as station manager, 4A agency write producer, and sound knowledge of pro grams, traffic, personnel and administra tive work. Draft status secure. Sober reliable, loyal. Excellent credit. A-1 re erences. Seeking permanent position wit 50 kw or dominant regional; agency network. Now employed. Box 7 BROADCASTING.

ANNOUNCING-PRODUCTION—Experienced. College. Deferred. Box 7 BROADCASTING.

SALESMAN—Four years' experience in work stations. Excellent references. Bo 723, BROADCASTING.

Wanted to Buy

Two RCA 70-C Turntables—New or use Box 728, BROADCASTING.

Radio Amateurs! Radio Servicemen! Radio Engineers!

Be a RADAR Specialist with the United States Navy . .

Here is your opportunity to serve your country and advance yourself at the same time. The U. S. Navy needs 5,000 picked men to install, operate, maintain and repair RADAR equipment—the secret ultra high frequency apparatus used to locate airplanes. If you are an Amateur, Serviceman or Engineer YOU may be eligible.

You go into the Navy as a Petty Officer with food, quarters, uniforms, medical and dental care supplied *plus* pay of from $60.00 to $106.00 monthly. After the successful completion of eight months technical training you are eligible to immediate promotion to the rank of Chief Radioman with pay up to $175.00 monthly the first year and up to $200.00 per month thereafter—with opportunities to remain in the service permanently.

Go to your nearest Navy Recruiting Station TODAY (generally in your local post office) and find out how YOU can take advantage of your technical knowledge. THE NAVY NEEDS YOU!

UNITED STATES NAVY

Ask at Your Local Post Office

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
AUGUST 1 TO AUGUST 7 INCLUSIVE

Decisions . . .

AUGUST 3

WINS, New York City—Granted modification of construction permit as modified for extension of completion date to 11-3-42.

WMAW, Worcester, Mass.—Granted continuance of hearing to 8-17-42.

KFEQ, St. Joseph, Mo. — Granted modification of construction permit as modified to extend completion date to 9-30-42.

AUGUST 4

WMRO, Aurora, Ill.—Designated of hearing application for modification of license.

WHAT, Philadelphia—Same.

KWID, San Francisco—Granted modification of construction permit to add 7230 kc. with unlimited time and extend completion date 180 days after grant.

GRANTED PETITIONS FOR DISMISSAL OF APPLICATIONS—(for new station construction permits) J. Marion West, Wesley W. West and P. M. Stevenson, Houston; Peter Q. Nyce, Alexandria, Va.; Lexington Broadcasting Co., Lexington, N. C.; Louisiana Communications Inc., Baton Rouge; Fort Smith Newspaper Publishing Co., Fort Smith, Ark.; Dorman Schaeffer, Klamath Falls, Ore.; (for new facilities) KCMO, Kansa City; KOAM, Pittsburg, Kan.; WMBR, Jacksonville, Fla.; WRLC, Toccoa, Ga.; WHEB, Portsmouth, N. H.

WALB, Albany, Ga. — Designated for applications for renewal of license, change of frequency and voluntary assignment of license.

AUGUST 5

WPRA, Mayaguez, P. R.—Proposed to renew license.

NEW, Puerto Rico Adv. Co. Inc., Arecibo and San Juan, P. R.—Proposed denial of new station applications in both cities.

Applications . . .

AUGUST 3

WWSW, Pittsburgh—Modification of license to change corporate name to WWSW Inc.

WDAE, Tampa, Fla.—Special service authorization to operate on 770 kc. with 5 kw. unlimited time, employing directional antenna for night use.

WPDQ, Jacksonville, Fla.—Modification of construction permit as modified requesting change in type of transmitter, change in frequency monitor and extension of commencement and completion date of construction.

AUGUST 4

WCBX, New York—Modification of license to add 9480 kc., sharing time with WCDA and WCRC.

WCDA, New York—Same, sharing time with WCBX and WCRC.

WCRC, New York—Same, sharing time with WCBX and WCDA.

WFMJ, Youngstown, O.—Voluntary assignment of license to the WFMJ Broadcasting Co.

Tentative Calendar . . .

NEW, Hennessy Broadcasting Co., Butte, Mont., construction permit for 1490 kc., 250 watts unlimited; **NEW, Barclay Craighead, Butte**, same (further consolidated hearing, Aug. 10).

Bailey Joins Navy

WILLIAM BAILEY, of KYW, Philadelphia, formerly an NBC announcer and president of Voices Inc., New York talent agency, was commissioned a lieutenant July 28 and was assigned to the Radio Section, Navy Bureau of Public Relations, the following day. It was stated that Lieut. Bailey's assignment was in line with Naval policy to take on older men for public relations tasks in order to release younger officers for active sea duty.

Johnny Johnstone on Tour

G. W. JOHNSTONE, director of news and special features of BLUE, left New York by plane Aug. 10 for a tour of BLUE stations. He will confer with managers and examine local news and special features setups. He returns Aug. 22.

WINNER of Kansas State Teacher College speech department's annual auditions, Marjorie Anderson, 20-year-old student of Americus, Kan., is now a combination operator and announcer at KTSW, Emporia. Miss Anderson announces and operates the studio console from 6 to 9 a.m. when she handles *First Edition News*, an informal music and chatter program *Top o' the Morning*, and the transcribed *Musical Clock*.

WKRC SUBSTITUTES
For Newspaper When Its Printers Go On Strike

WHEN the newspaper pressman's union called a strike which affected three Cincinnati daily newspapers and prohibited publication Aug. 5, WKRC, as public service feature, stepped in and brought Cincinnatians a news program titled *"Times-Star of Air."* Tom McCarthy, WKRC's news chief, assisted by Tim Elliott, newsmen and announcers, worked on regular schedules to bring listeners most important features in the newspaper.

Such significant reading as George Sokolsky's column: "The Once Over" by H. I. Phillips: "News Behind the News" by Paul Mallon; editorials; Nixson Denton's popular "Second Thoughts"; Frances Raine's "Radiopinions"; advice by Dorothy Dix; daily installment of serial story; and news of general interest were carried. Even comic strips were portrayed.

WHOM Votes for ACA

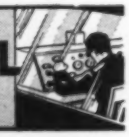
TECHNICIANS of WHOM, Jersey City, by a two-vote margin, last week voted to maintain the American Communications Assn. (CIO) as their collective bargaining union in preference to the AFL's International Brotherhood of Electrical Workers. The election was ordered last month [BROADCASTING, July 6], by the National Labor Relations Board, details to be handled by the NLRB regional office in cooperation with the interested parties. The renewal contract shows no changes from the old pact and contains standard union terms.

WDAE, Tampa, Fla., has applied to the FCC for a special service authorization to operate on 770 kc. with its present 5,000 watts in lieu of its licensed 1250 kc. WJZ, New York, is the dominant station on the clear channel 770 kc. with KOB, Albuquerque, also utilizing that frequency under a special service authorization.

Nygren Joins Navy

ARNOLD NYGREN, chief engineer of WFIL, Philadelphia, the seventh member of the staff to leave for the service, has been commissioned lieutenant senior grade in the Naval Reserve for active duty in the Radio Division of the Bureau of Aeronautics. Reporting for active duty Aug. 15, he expects to be assigned to the naval aircraft factory in Philadelphia. Before joining WFIL in 1935, Mr. Nygren was chief engineer of WOCL, Jamestown, N. Y., and later a member of the engineering department of NBC. Louis Littlejohn, technical supervisor of WFIL, was named acting chief engineer. He is vice-president of the American Communications Assn. and on the Domestic Broadcasting Committee of the War Communications Board.

in the CONTROL ROOM



ROBERT SNIDER, engineer of WOWO-WGL, Fort Wayne, has joined KTUL, Tulsa. He is succeeded by Stanley P. Guth, formerly of KOVC, Valley City, N. D.

J. B. EAVES, chief engineer of KGNF, North Platte, Neb., is the father of a boy born July 26.

RUSSELL H. PRAY, formerly engineer of KYA, San Francisco, and for the past two years president of Local B-202, IBEW, that city, has been appointed international representative of the organization, concentrating on broadcasting division.

WEBSTER JONES becomes engineer at the transmitter of KFEL, Denver, to replace Dan Sjodin who has joined the Army.

JIM SCHULTZ, chief engineer of WCAE, Pittsburgh, and Alex Mester, staff engineer, were each fathers of baby boys born recently.

BOB BITNER has left the engineer staff of WCAE, Pittsburgh, to attend Navy engineering school.

LEE DODSON, former engineer of KUOA, Siloam Springs, Ark., has joined the engineering staff of KBIX, Muskogee, Okla.

SQUADRON LEADER LEN PARKS, former transmitter operator of CKCL, Toronto, is now in charge of the Royal Canadian Air Force wireless school at Guelph, Ont.

JAMES GRANT, operator of CKCL, Toronto, and Ernie Wilson, transmitter operator of CKCL, have joined the Royal Canadian Air Force.

LEN READ and Buster Crawley, operators of CKCL, Toronto, are awaiting their Canadian Army call.

MARDIS ANDERSON of WRBL, Columbus, Ga., engineering staff, has been transferred as acting chief engineer of WGPC, Albany.

LLOYD BECKWORTH, formerly of WLAG, La Grange, Ga., is now on the engineering staff of WRBL, Columbus, Ga.

GEORGE KEICH, chief engineer of WICC, Bridgeport, Conn., on July 18 married Jeanne Poli, conductor of the station's *Commuter's Club* program.

RAY FANCY, control operator of WCFL, Chicago, is on leave as an instructor in radio engineering in Signal Corps training in Chicago.

AUDREY MITCHELL has joined the operating staff of CFCH, North Bay, Ont.

Network Accounts
All time Eastern Wartime unless indicated

New Business

LANCE Inc., Charlotte, N. C. (Toasted Crackers), on Aug. 9 started musical program featuring Edward MacHugh, singer, and Paul Lavalle's orchestra on 65 BLUE stations, Sun., 4:30-5 p.m. Agency is Morse International, N. Y.

Renewal Accounts

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Aug. 3 renewed *Vox Pop* on 69 CBS stations, Mon., 8-8:30 p.m. Agency: Ruthrauff & Ryan.

OHIO OIL Co., Cincinnati (Marathon gasoline, motor oils), on Sept. 6 will resume *Views on the News* on 7 NBC stations (WLW WOWO WSPD WMAQ WCOL WGBF WBOW) Sun., 3:30-4 p.m. (CWT). Agency: Stockton, West, Burkhart, Cincinnati.

Network Changes

PHILIP MORRIS & Co., New York (cigarettes and tobacco), on Sept. 8 replaces *Johnny Presents* with *Ginny Simms and David Rose's Orchestra* on 82 NBC stations, Tues., 8-8:30 p.m. (repeat 11 NBC-Pacific stations, 11:30 p.m.-midnight). Agency: Biow Co., N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape and tomato juices), on Aug. 16 shifts *Dear John* on 60 CBS stations from Fri., 7:15-7:30 p.m. (repeat 11:15 p.m.) to Sun., 6:15-6:30 p.m. Agency: H. W. Kastor & Sons, Chicago.

GENERAL MILLS, Minneapolis (Softasilk cake flour), on Aug. 7 and 14 presents *Hymns of All Churches* instead of *Betty Crocker* on 28 NBC stations, in addition to its usual schedule Mon. thru Thurs., 2:45-3 p.m. Agency: Blackett-Sample-Hummert, Chicago.

AFRA, WABC Seeking Accord Over Two Points

TO SETTLE the two points of difference still remaining in the contract with the American Federation of Radio Artists covering staff announcers and producers at WABC, CBS key outlet in New York, representatives of the union and the station will meet Sept. 1 in New York offices of Mrs. Lillian Poses, regional attorney for the Social Security Board. The points in question cover the length of the new contract and the wage increases.

Official count of the referendum ballots from AFRA members to amend the organization's by-laws, eliminating this year's convention, had not been released last week, the plan being to read the results at the AFRA board of directors' meeting on Aug. 13. The referendum was held through July 31 in deference to the request of the Office of Defense Transportation that conventions be curtailed this year to free the nation's transportation facilities for the war effort.

Dr. Valdemar Poulsen

VALDEMAR POULSEN, 63, Danish co-inventor of wireless telephony and discoverer of the Poulsen arcs and waves upon which his method of radiotelegraphy is based, died recently, according to the National American Denmark Assn. which received word from *Free Denmark*, a London newspaper. With the late Prof. Reginald Aubrey Fessenden, American physicist and engineer, Dr. Poulsen is credited with being the inventor of the wireless telephone. However, world-wide notice came to him when he invented the telegraphone, in 1899.

PRECAUTION, explains Ramsey Williams, announcer of WFEA, Manchester, N. H., who claims his special mike enables him to hear his own voice, thus eliminating danger that the Czar of Music will find a way to curtail audition transcriptions, too. Ramsey sees one trouble with his invention . . . it has no dial.

Watt Bites Man

DURING a recent tune-up, the new 50 kw. transmitter of WWVA, Wheeling, ungratefully bit the man who brought it into being. Chief Engineer Glenn Boundy was making adjustments in a maze of equipment when an assistant cut some directional towers and grounded some condensers. Boundy now has a bandaged hand to show for 15,000 volts that arched his fingers after an inconsiderate relay condenser stuck as he touched the condenser.

AFM Notice in Philadelphia

PHILADELPHIA Musicians Union, Local 77, AFM, has sent notice to the independent radio stations that present agreements covering the studio orchestras are soon expiring. The communications asked for a meeting at which time the resident officers will attend for the preliminary meetings. Contracts expire this fall with WDAS and WPEN. Negotiations are expected to be opened for the first time with WIBG, which will soon go fulltime with 10,000 watts.

Montana IBEW Pacts

AFTER several weeks of negotiation, four Montana stations—KGEZ KGIR KRBM KPFA—have signed contracts with IBEW. They provide improved working conditions, including vacation with pay, double time for holidays, sick leave, senior preference, and a military clause guaranteeing reinstatement upon return from service.

PHILCO Corp. has been awarded the new Army-Navy pennant for achievement in production of war equipment, James T. Buckley, president, announced. Now converted 100% to war work, the company is making communications equipment for tanks, airplanes, shell fuses, and heavy duty storage batteries.

FCC Announces Lenient FM Policy, Battling Wartime Material Shortage

SEEKING to counteract the wartime shortage of materials, equipment and skilled personnel necessary to the maintenance of a broadcasting station, the FCC Aug. 4 announced a new and more lenient policy for licensing FM and ST (studio-transmitter links) stations.

The new ruling states that all holders of construction permits will be allowed to operate present existing facilities, provided construction has reached a point where the transmitter is capable of being operated to render a substantial service. FM broadcasters obtaining such licenses must show the FCC that additional construction is not possible at this time and must assure the Commission that construction will be completed according to the standards of the FCC as soon as the required materials and engineering personnel are available.

Serious inroads on the progress of FM already have been made by wartime shortages with many holders of construction permits for high-frequency facilities voicing their intention of quitting or have actually turned in their construction permits. Failure to obtain equipment was the cause in practically all cases.

28 Authorizations

According to FCC records, there are now five FM stations in operation with 23 stations operating under special temporary authorizations pending the completion of their construction in accordance with their CPs. Upon appropriate application the authorizations may be replaced by licenses. An additional seven stations are now on program tests and have asked for licenses. The FCC states that two other construction permitees will be affected by the order.

Six permitees building ST links, which connect studios and transmitters, will come under the policy.

Applicants for further new facilities, however, are barred except under special circumstances by an earlier freeze policy announced in the FCC's memorandum policy of April 27 which banned new FM grants, among others, in the interest of material conservation.

The Commission observed that the Communications Act does not contemplate extensions of time within which to complete construction unless it appears that such construction can be accomplished within a reasonable length of time. It was further said that special temporary authorizations on a short time basis were undesirable. However, the FCC stated, it was desirable to encourage such service as is possible to listeners having FM receivers. Accordingly, the decision was reached that licenses should be allowed, whenever possible, to cover partial construction or in cases where construction is completed but personnel is lacking.

Applications for such licenses must show (1) diligence in construction and reasons for failure to complete it; (2) the actual status which the applicant believes sufficient to provide acceptable FM service; (3) materials and technical personnel for construction and proof of performance (Section 6, Form 320); (4) determination to proceed with final construction when conditions again warrant.

Wage-Hour Group Rules On Auto Driving Time

AFFECTING broadcasting salesmen and other station employes whose duties require them to drive automobiles, the Wage & Hour Division of the Dept. of Labor ruled Aug. 3 that time spent in automobile travel on business for an employer must be considered time worked under the Fair Labor Standards Act. However, the Division's opinion included that time spent driving back and forth from work is excluded from the decision.

The Division declared that "since an employe who drives an automobile is required to expend continuous effort and energy and has no opportunity to relax, sleep, eat or otherwise pursue his own interests, all the time which an employe spends in driving an automobile on the business of his employer is time worked under the Fair Labor Standards Act. If, however, an employe works regularly at a fixed place of employment, the time he spends driving to and from work is not ordinarily to be considered time spent on the business of his employer and need not be treated as hours worked."

WBYN Music Pact

STAFF musicians of WBYN, Brooklyn, who have been on strike since June 6, will return to work at the station Aug. 24 under a new contract signed last week by the station with Local 802 of the American Federation of Musicians. The strike was called by 802 as a result of a deadlock on certain terms in WBYN's renewal contract with the local. The station wanted to reduce the musician staff to three for the summer months, but the union insisted on a full musician quota of six on a year-round basis. New pact stipulates a crew of six at $50 per week.

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United Press

KWKH
CBS-50 KW
The Selling Power in the Buying Market
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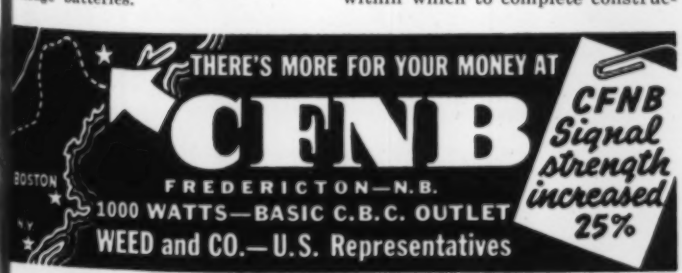
The Branham Company



BAHAMAS-U.S. PACT PROTECTS 640 KC

AGREEMENT for the mutual protection of the 640 kc. clear channel between the United States and the government of the Bahamas has been announced by the FCC.

The agreement stipulates that if the Bahamas' only station, ZNS, Nassau, which operates on 640 kc., should ever increase above its present 5,000 watts that it will erect a directional antenna to limit radiation toward the U. S. to 392 mv/m, inverse distance field intensity at one mile.

It was further agreed that except in case of emergency affecting the safety of life and property, ZNS shall not operate between 11 p.m. mean astronomical time for the longitude 75 degrees west of Greenwich and one hour prior to Nassau sunrise.

The United States had agreed that the secondary service of ZNS would be afforded protection from future assignments on 640 kc. as a Class I-B station in accordance with NARBA. Lone exception is that the U. S. reserves the right to maximum use of the frequency on the Pacific Coast.

The 50,000-watt KFI, Los Angeles, is the dominant I-A station on the channel. Other stations on the frequency, all of which are limited time to KFI, are WOI, Ames, Ia., with 5,000 watts daytime; the 1,000-watt daytime WNAD, Norman, Okla.; and WHKC, Columbus, O., 500 watts limited to KFI at night.

Applications are pending with the FCC seeking shifts to the 640 kc. channel. They are: WCKY, Cincinnati; WBIG, Greensboro, N. C.; WCLE, Cleveland; WKRC, Cincinnati; WOKO, Albany, N. Y.; and WHCU, Ithaca, N. Y. The first four are for use with 50,000 watts and the last two with 5,000 watts.

Commentator in Marines

PAUL W. DOUGLAS, 50-year-old economics professor and *University of Chicago Round Table* commentator, who volunteered as a private in the Marine Corps, is lecturing to recruits at Parris Island, S. C. Though Douglas has completed the recruit training program and has won pistol and bayonet medals, Col. W. L. Smith, Parris Island commandant said he will be used "to make all recruits aware of what this war means to them and to the nation."

WRVA COVERS NORFOLK AND COVERS RICHMOND, VIRGINIA WITH 50,000 WATTS BOTH DAY AND NIGHT COLUMBIA NET WORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

SIXTY BROADCASTERS representing all stations in the metropolitan New York-New Jersey-Connecticut area met at the Hotel Roosevelt in New York last week to discuss with Vincent F. Callahan, chief of the Treasury's War Bond and Stamp radio and press division (extreme left), details of the plan for direct sales of bonds by their stations. They unanimously endorsed the plan and pledged cooperation in a telegram to Secretary of Treasury Morgenthau. Among those present: S. R. Dean, WABC; W. C. Alcorn and William Moore, WBNX; Griffith Thompson, WBYN; Sherman Gregory, WEAF; Adolph Opfinger, WOR; Henry Greenfield, WEVD; Frank Rohrenback, WHN; Maj. E. M. Stoer, Harold Burke and Bernard Estes, Hearst Radio; Bud Barry and Jules Alberti, WJZ; Hugh Feltis, BLUE; L. W. Berne, WLIB; Henry D. Henshel, WOV; Elliot Sanger, WQXR; Joe Lang, WHOM; Edith Dick, WWRL; Don Shaw, WMCA; A. B. Schillin, WAAT; Steve Rintoul, WSRR; Clair McCollough, Mason-Dixon Group; George Jaspert, WPAT; Frank Carman, WGBB; Frank Seitz, WFAS; Adam Young, McGillvra Co., Fred C. Brokaw, Paul H. Raymer Co.; George Bolling, John Blair & Co.; F. E. Spencer, Hollingbery Co.; H. Preston Peters, Free & Peters; Eugene Katz, The Katz Agency; Cy Langlois, Lang-Worth; Claude Barrere, NBC Thesaurus; Ralph Burgess, Federal Reserve Board; Leonard D. Callahan, Kurt A. Jadassohn and Claude C. J. Culmer, SESAC. This was the first of more than 50 meetings throughout the country.

Radio Industry Mobilized by Treasury, Bond Sellers Are Organized by Cities

AS PART of the Treasury Dept.'s current drive to coordinate radio's promotion and sale of War Bonds & Stamps, meetings are being held in various cities throughout the country to spur individual and cooperative sales effort. Some meetings are arranged by members of the Treasury's staff while others are conducted by SESAC, voluntary liaison body between the Treasury and the broadcasting industry in the campaign.

At a meeting in New Orleans on July 31, the five local stations participating in the direct sales campaign met with a Treasury representative to map the campaign carefully. Station managers present at the luncheon arranged for the purpose were: P. K. Ewing, WDSU; C. C. Carlson, WJBW; James Gordon, WNOE; Harold Wheelahan, WSMB, and Howard Summerville, WWL. Others also attending were Gerald P. Flood, representing the Treasury; Joseph M. Rault, chairman of the Orleans Parish War Savings staff; Mark Bartlett, deputy administrator for Louisiana, and Joe L. Kileen, chairman of publicity.

New Orleans Plans

Plans were drawn for a cooperative kick-off by the five stations featured by an hour program utilizing local musical talent and an outside m.c. Planned for the municipal auditorium, the program will also feature an announcer of each of the five stations cut in to address their respective stations. Specific sales plans will be developed by the stations individually.

In addition the stations have received assurances of full cooperation from the New Orleans Federal Reserve Bank through Earl Paris, managing director of the bank.

Southeastern states are being supervised by C. Knox Massey, radio director of Harvey-Massengale Co., Durham, N. C.; Edward D. Parent, executive vice-president of John C. Dowd, Boston, is in charge of the New England area and Charles Alsup of the Treasury staff is covering the Southwestern states.

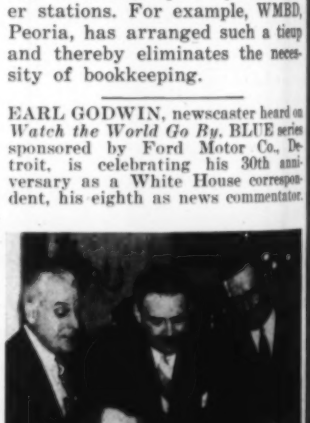
Already several stations have opened extensive campaigns to go along with the straight promotion of war bonds. WBTM, Danville, Va., has developed a *Victory Auction* at which certain articles are offered to the man willing to buy the highest bond and stamp total. When the bidding ceases each item is awarded to the highest bond bidder.

WBAL, Baltimore, used a full-page in the *Baltimore News-Post* to describe the individual purchase of a Navy recruit who entered the offices of the station and purchased $8,232.50 in war bonds just prior to his departure for duty. In making the purchase he explained that it represented the sum total of his wealth and that he wanted his money to be fighting while he was also busy fighting.

WJSV, Washington, has enlisted the aid of its veteran announcer, Arthur Godfrey, to promote its bond campaign. Godfrey will conduct a *Roll Call* program urging listeners to invest 10% a week in his club. When they have enough to purchase a bond they are requested to visit him at the studios and receive their bond. He is also having a button prepared which will be issued to each club member. Weekly he plans to read the roll of buyers and tabulate the bond totals.

At first, some stations were puzzled on a method of handling the actual sales transactions involved. From the reports which have already reached the Treasury it would seem that a tie-up with a local bank provides the most practical solution, especially for smaller stations. For example, WMBD, Peoria, has arranged such a tieup and thereby eliminates the necessity of bookkeeping.

EARL GODWIN, newscaster heard on *Watch the World Go By*, BLUE series sponsored by Ford Motor Co., Detroit, is celebrating his 30th anniversary as a White House correspondent, his eighth as news commentator.



CREOLE MANAGERS unite to promote U. S. War Bond in New Orleans via radio as officials of five stations determined to "go the limit in pushing sales by joint cooperation as well as individual effort." Seated (l to r) are: James Gordon, WNOE, and Harold Wheelahan, WSMB; standing, Howard Summerville, WWL; Gerald P. Flood, Treasury; P. K. Ewing, WDSU. C. C. Carlson, WJBW, was not present in photo.

WHKY TO ASSUME REGIONAL STATUS

COMPLETE installation of new equipment, preparatory to WHKY, Hickory, N. C., shifting to 1290 kc. and boosting its power to 5,000 watts day and 1,000 night with a four-tower directional array at night, has been announced by Manager W. T. Hix. Equipment tests will be completed sometime this month with Sept. 1 as the approximate date for assumption of the new facilities. WHKY currently is operating on 1400 kc. with 250 watts.

The new brick transmitter building has been built on a 21-acre tract about two miles southeast of Hickory. A Collins transmitter and Johnson phasing unit have been installed under the supervision of E. S. Long, chief engineer of the station. Antenna will be for 205-foot Wincharger towers.

WHKY received its construction permit for the change and increase last Jan. 6, but due to difficulty in obtaining materials the starting date has been postponed until this time. Station is a member of the BLUE Southeastern Network.

Chicago Group Unites To Aid Air Recruiting

PLANS to assist in Navy and Army Aviation cadet recruiting activities were discussed after election of officers recently by the newly formed Chicago Radio Management Club, composed of radio directors of 20 leading Chicago agencies [BROADCASTING, July 20].

Earl Thomas, McCann-Erickson, who organized the club to give group assistance to Government war agencies in Chicago, was elected president; Buckingham Gunn, J. Walter Thompson Co., vice-president; Lee Strahorn, Lord & Thomas, secretary; Lewis Goodkind, Goodkind, Joice & Morgan, treasurer. Trustees appointed to serve for three months are: Ward Dorrell, Henri, Hurst & McDonald; John Gordon, Needham, Louis & Brorby; Lt. Holman Faust, Mitchell-Faust Adv. Co.; Fred Marshall, Bozell & Jacobs.

Speakers at the meeting were Paul McCluer, sales manager, NBC-Chicago, and Lt. J. Smith Perebee of the Navy aviation cadet recruiting service.

FORD MOTOR Co., Detroit, which last week introduced Roy Porter as alternate for Earl Godwin, news commentator, on BLUE's *Watch the World Go By* [BROADCASTING, Aug. 3], has inaugurated a policy of guest interviews on the program. First guest was John Leigh, gas station attendant, who refused to sell gas to Leon Henderson, OPA Administrator. Agency is Maxon Inc., Detroit.

DR. JAMES ROWLAND ANGELL, public service counselor of NBC, and president emeritus of Yale, has accepted a six-year membership in the National Council of Education of the National Education Assn. Dr. Angell was elected at a recent council meeting in Denver.

FROM PARKING LOT to pasture may soon be the cry of parking attendants. Here Georgia Mae, western singing star of WBZ, Boston, shows how she escapes gasoline rationing. She rides the horse from her home to the studios.

Disc Ban Hit

(*Continued from page 9*)

ever, such as the recent order forbidding union members to make phonograph records and the ban on a broadcast by a high school orchestra, Assistant Attorney General Thurman Arnold is at least making the public conscious once more of the sort of abuses that are fostered in the name of unionism.

"The principle obstacle that stands in the way of the Government suit is the Hutcheson case decision in which the Supreme Court interpreted the Clayton and Norris-La Guardia Acts so broadly as virtually to foreclose any chance of successful anti-trust action against labor unions.

"The Justice Dept. now contends however, that the offenses alleged in the present proceeding are outside the scope of the Hutcheson decision, as the actions complained of have no bearing on 'terms or conditions of employment' and therefore are not entitled to the protection intended for labor by the Clayton and Norris-La Guardia Acts.

"It is to be expected that the Petrillo case ultimately will reach the Supreme Court. The outcome will be awaited with interest."

'J. Caesar Dixit'

"J. Caesar Dixit" is the title of an editorial in the *Washington Post*, which makes the point that Mr. Petrillo knows perfectly well it is mathematically impossible to make new records "for home consumption" provided the recording companies guarantee that none of them ever get into a juke box or any commercial radio stations.

The *Post* said that "Jimmy has allowed himself to be maneuvered into a logically, morally and perhaps legally indefensible position —although we dare say that causes him no serious loss of sleep. His union has gone on record as declaring music to be indispensable to morale, and very probably it is. It has also been pretty generally agreed that morale is one of the indispensable ingredients of victory, and very likely it is.

"Very well: Jimmy has decided that if America needs music to win a war it will get it on his terms or not at all. Thus Jimmy is in solitary control of an absolutely essential war industry. If that doesn't suffice to bring Jimmy and his union under the jurisdiction of the War Labor Board, instead of the sadly ineffectual Labor Relations Board, we shall abandon our last faint hope of ever again living in a rational universe."

If James Caesar Petrillo gets away with his two recent mandates, it will be because important interests are ready for the sake of peace to submit to as dictatorial a system as Hitler ever dreamed of," according to the *Norfolk Daily News*. The *News* says that "what will arouse the public is the realization that what may be heard over the radio is to be determined by the unrestricted authority of one man and that amateur musical organizations are to be barred from the air, at least from chain programs.

"That is a tremendous power over the cultural life of the country to be exercised by one man, who needed nine years to pass through four grades of the Chicago public schools."

Pegler Amused

Westbrook Pegler, syndicated columnist frequently critical of organized labor operations, found it "amusing that all the indignation over the forbiddance on the further manufacture of canned music for use on the radio and in the jukes is directed at Jimmy Petrillo, the dictator of the so-called Musicians' Union, when Mr. Jimmy is merely exercising powers which were placed in his hands by the New Deal, confirmed by decisions of the New Deal's Supreme Court and protected against legislative impairment by the New Deal's political agents in Congress and specifically in the Labor Committee of the Senate.

"He is erroneously reported to get $46,000 a year when the fact is that, what with expense allowances and other valuable considerations, his income is nigh onto $80,000. He is not a thief and he is pretty much of a loner in the union racket, having little truck with the bosses of the other big combinations. Under the terms of his union's constitution he can maintain himself in office until he dies, for he has the right to suspend any part or all of the constitution at will and this means he can call off elections and fire out of the union any rival officer who gets ambitious."

Petrillo's "arrogant order reeks with restraint of trade," says the *New York Herald-Tribune*.

"The end, however worthy, hardly justifies his means, which are both intolerably ruthless and unutterably stupid. It is unnecessary to elaborate the point that because some persons want work is no excuse for victimizing the public. And as for the small radio stations, the bars, restaurants and soda fountains that he would deprive of canned music, how many does he think can or will substitute live musicians? Almost none. If his order holds, many of the radio stations will close, depriving other labor of jobs; silence will succeed the juke box, and new records for the home will be wanting."

[For text of editorial "Petrillo As a Case Study" in the *New York Times* Aug. 5, see page 20.]

Store's Ninth

ALMS & DOEPKE, Cincinnati department store, has renewed Rita Hackett's *Views on Vogue & Value* on WSAI, Cincinnati, for its ninth 13-week period. Aimed at women, but enjoying a substantial masculine audience, the program has had longer consecutive sponsorship than any other department store series in Cincinnati history.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K. C.
THE 5000 WATT
Voice of the Tri-Cities
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In Southern California . . .
A big, concentrated selling job at surprisingly low rates
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KMPC
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Affiliated in management with WJR, Detroit, WGAR, Cleveland.
NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

IndependentsForm Record Association

Reeves Heads Group Designed To Foster Trade's Interest

"TO FOSTER the interests of those having a common trade, business, financial or professional interest" in the recording industry, 13 independent recording studios were formed last week into a trade association titled Assn. of Recording Studios.

Incorporated in New York State with directors listed as Hazard E. Reeves of the Reeves Sound Recording Studios, and E. V. Brinckerhoff of Brinckerhoff Studios Productions, the new organization has as temporary officers, Mr. Reeves, president; Ray S. Lyon, manager of the WOR Electrical Transcription and Recording Service, treasurer, and Maurier Wolsky of Advertisers Recording Service, secretary.

According to Mr. Reeves, the idea for the organization was developed well before the ban on recordings for radio and juke boxes by James C. Petrillo, president of the American Federation of Musicians, but the unification of the 13 independent recording studios will be a distinct advantage in the current battle with the AFM. First meeting of the group took place last Friday in New York, at which time the AFM ban was discussed, in addition to Mr. Reeves' report on his recent conferences with the WPB, during which he has set forth a presentation with statistics and accounts of the services performed by the recording industry. In this way, the group hopes to identify itself more with the radio industry than the record business for purposes of better priority ratings.

The association, which plans to meet monthly and elect permanent officers in September, is open for membership to "any person, firm or corporation in the vicinity of New York City . . . provided only that such person, firm or corporation own, lease or operate professional recording or transcription machinery."

Membership, to date, includes Associated Music Publisher Recording Studios, WOR Recording Service, Brinckerhoff Studios, Advertisers Recording Service, G. Schirmer Recording Studios, Bost Record Co., Frankay and Jackson Recording Studios, Carnegie Hall Recording Co., Reeves Sound Studios, Carl Fischer Inc., Audioscriptions Inc., Rockhill Radio Inc., and Tone-Art Recording Co.

Redbow Plans

GRAHAM Co., New York, packer of Redbow dried grocery products, through its newly appointed agency, Blaine-Thompson Co, New York, will use spot radio on a test basis starting Sept. 21. A former user of foreign-language stations, Graham has signed for a six weekly quarter-hour period on WOV, New York, but will not be confined to foreign-language radio in its fall promotion.

AFTER YOU, UNCLE SAM!

Your copy of BROADCASTING is mailed in time to arrive on schedule every week. If it is a little late in coming, please remember that our armed forces have first call on all transportation facilities.

Haggerty Repeats Plea for Radio Tax In Hearings Before Senate Committee

STILL DETERMINED to hang a discriminatory tax on radio net time sales, John B. Haggerty, president of the International Allied Printing Trade Assns., last Monday appeared before the Senate Finance Committee with a request that the committee recommend a levy of $25,000,000 yearly on the net time sales of what he termed "the highly profitable radio networks and commercial broadcast stations."

Somewhat varying the technique he used in proposing the same tax before the House Ways & Means Committee April 14 [BROADCASTING, April 20], Mr. Haggerty went into detail in quoting alleged profits of some stations and networks, 700% being the figure quoted in one instance.

Job Displacement

Mr. Haggerty lit upon the alleged high income of CBS. NBC and stations WOR and WHN of New York to secure his point "that those who secure these enormous profits should be called upon to pay their proper share of our winning of the war." In his testimony before the House committee, Mr. Haggerty had not mentioned the war—he had declared, however, that "these unusual profits are derived through the displacement of the jobs of some 25,000 skilled printing trades workers through the diversion of advertising from the printed page to radio broadcasting."

This latter statement was disputed by the International Brotherhood of Electrical Workers (AFL) in a statement by its international president, Ed J. Brown, who contended that "the printer's organizations have made their most substantial gains in membership simultaneously with the expansion of radio broadcasting."

CBS was said by Mr. Haggerty to have advertised its 1942 first quarter dividend to be 680% on its invested capital, other than on the stock issued as stock dividends, despite the proposed 40% normal tax and other taxes and the proposed 94% excess-profits tax in the new tax bill.

He then added that NBC, CBS, WOR and WHN, "which radio stations and networks secure less than 50% of the net yearly income of the radio-broadcasting industry, paid into the Treasury last year some $7,800,000 in taxes, or some 20% more than reportedly is to be paid by the whole broadcasting industry this year."

Dividend Payments

These companies, after the payment of the taxes, Mr. Haggerty said, were able to pay dividends of $4,500,000 in the case of NBC; CBS paid $3,500,000; WOR had a net income of more than $500,000 and WHN's net income was $600,000. Further concerning WHN he declared the station, with a capital and paid-in surplus of $11,000 had a net income for the last two years in excess of $400,000.

Quoting other figures, Mr. Haggerty said CBS, with a capital other than that represented by stock dividends of less than $500,000, had a net income of $10,000,000 after allowing $1,400,000 for depreciation and after payment of taxes; WOR, with a capital of $275,000 had an income of $1,000,000.

With regard to the objections raised by the IBEW, which had denounced the Haggerty tax before the Senate Committee last year as well as before the House committee this year, Mr. Haggerty declared the union to be in error in calling his proposal "a punitive tax". However Mr. Haggerty implied the tax might be punitive and discriminitory when he said "millions of tradesmen and small businessmen" will not call "taxes which will leave the privileged few radio networks and commercial radio stations with yearly net profits, as in the case of the network of some 700%, and, others with well over 100%, on their investments, after the payment of all taxes, either punitive or discriminatory."

Some Exemptions

Mr. Haggerty also said that "stress is always laid upon the alleged injury" which such taxes would inflict on the small station owners. He claimed that small stations receive only between 18% and 37% of the advertising dollar "which is paid to broadcast over these stations."

"Surely", Mr. Haggerty said, "there is plenty of room from which to collect excise, or franchise taxes from those who pay such unusual commissions, discounts, and rebates in order to secure advertising from the advertising agencies and radio networks."

Concluding his testimony, Mr. Haggerty suggested that stations operated by educational, farm, religious or labor organizations, on a nonprofit basis, be exempt from his proposed taxes.

The NAB as yet has filed no answer to Mr. Haggerty's proposal, but assured BROADCASTING that a statement would be filed with the Senate committee within a short time. The same assurance was received from the IBEW. Both organizations quickly followed up Mr. Haggerty's proposals to the House committee last April.

"We Pause for a Moment, Folks, to Contribute to the Rubber Salvage Drive!"

James Church Resigns

JAMES CHURCH has resigned as director of the CBS *Second Husband* program, which he directed for Air Features, subsidiary of Blackett - Sample - Hummert, New York, agency handling the show for Sterling Products. Martha Atwell has taken over the program in addition to directing *Mr. Keene* on BLUE and *Young Widder Brown* on NBC, both handled by B-S-H. Carroll Case has resigned as script editor of Air Features. His duties will be absorbed by the agency's other script editors.

"ADVERTISING IS AN ESSENTIAL INGREDIENT OF A FREE SOCIETY"

says JESSE JONES, Secretary of Commerce of the UNITED STATES.

"American advertisers have done, are doing and we are sure will continue to do a highly effective job of proving the many values of advertising to a free nation fighting for its freedom.

"If there were no other reasons why the Department of Commerce believes in advertising, the contributions to speeding war work, which the press and the radio of the country are making, would be sufficient explanation of our faith in advertising as an essential ingredient of a free society." (from a letter to the N. I. A. A., June 29, 1942)

★ To those whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station. ★

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